Shenandoah Vineyards

Route No. 2, Box 208B Edinburg, Virginia 22824

(703) - 984-8699 (201) - 635-7012

February 13, 1981

Address Reply To:

Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D. C. 20226

Re: Amador County Wine Growers
Association Petition for
Shenandoah Valley Viticultural
Area (27 CFR, Part 9)

Gentlemen:

These comments are filed on behalf of Shenandoah Vineyards, a partnership, and Shenandoah Vineyards, Inc. of Route 2, Box 208B, Edinburg, Virginia 22824, hereinafter referred to collectively as Shenandoah Vineyards. Both entities are owned in their entirety by James B. Randel, Jr. and Emma F. Randel.

Shenandoah Vineyards is engaged in growing and purchasing grapes, and in operating a bonded winery (VA-26), all at the above location in Shenandoah County, Virginia.

The establishment of the proposed area of California as the Shenandoah Valley appellation of origin would be misleading to consumers for which ATF labeling requirements, of course, are designed to protect or enlighten. It is submitted that the existence of a Shenandoah Valley in California is relatively unknown, at least, nationally, when compared to the original historical Shenandoah Valley. This is supported by petitioners own proffered evidence, Item A, wherein the only paragraph referring to the Shenandoah Valley in California states, in part, as follows: "Shenandoah isn't really a valley at all, just a depression between two ridges; but it was given the name by settlers from Virginia." Consumers should not be confused by the use of adopted names to designate appellations of origin.

The geographic, geological and, especially, historical significance of the great Valley of Virginia and West Virginia cannot be erased from minds of the people of this country and abroad,

because there are too many people for too many generations who have identified with this Valley since the Indian tribe by that name lived there, since the original survey of the Valley by George Washington, and since important battles were fought for its control during the Civil War. Thus, there would appear to be no way Petitioner's request could be granted without exacerbating the confusion which the labeling regulations were designed to prevent.

We therefore, regretfully, are forced to object to the designation of an area in California as "Shenandoah Valley Viticultural Area".

Respectfully submitted,

BRondell

SHENANDOAH VINEYARDS

James B. Randel, Jr.

(3)

Falls Church, Va. 22043 15 April 1981

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

Re: Notice No. 371

Dear Sir:

Please allow me to express my concern with regard to the proposed establishment of a viticultural area in Amador County, California to be known as "Shenandoah Valley" (46 F.R. 21623).

I agree with the Bureau that the location of the wine produced from this area is likely to be confused with the more well known Shenandoah Valley situated in northwestern Virginia.

Accordingly, I respectfully suggest that another name be selected for the viticultural area in Amador County or, at the very least, that that area be known as "Shenandoah Valley, CALIFORNIA."

Very truly yours,

Ted Hochstadt



Shenandoah Valley Travel Association

PROMOTING TOURISM AND TRAVEL

POST OFFICE BOX 488

NEW MARKET, VIRGINIA 22844

TELEPHONE 703/740-3132

March 24, 1981

Department of Treasury
Bureau of Alcohol, Tobacco
& Firearms
Washington, D. C. 20226

Gentlemen:

This letter is being written in reference to a petition made by the Amador County (California) Wine Growers Association to designate a portion of California as the Shenandoah Valley appellation or origin (copy enclosed). A copy of Shenandoah Vineyard's letter to you of February 13 is also enclosed.

The Shenandoah Valley Travel Association is a non-profit, private, membership organization promoting tourism in this region. We began operations in 1924, and have well over 400 attraction, motel/hotel, restaurant, campground, and related businesses as members.

Since the purpose of your appellation of origin is to best and legitimately designate to the public where the grapes are grown, we would think there is no decision to be made.

By <u>any</u> national (or international) standard or judgment, there is <u>one</u> Shenandoah Valley, and that is located in Virginia. Please note the enclosed list of recent national press stories (tear sheets are also enclosed).

Additionally, we have enclosed 27 tourism brochures that are distributed nationally, all of which prominently mention the Valley.

We therefore respectfully urge that the petition from California not be accepted, and that the proper and legitimate area of the Shenandoah Valley, Virginia, be used to best serve the public, and avoid utter confusion in both California and Virginia.





Department of Treasury March 24, 1981 Page Two

Thank you for your assistance, and I look forward to hearing from you on this matter at your earliest convenience.

Sincerely yours,

Meriwether German Executive Director

MG/bps

enclosures

copy to:
Senator Harry F. Byrd, Jr.
Senator John W. Warner
Congressman J. Kenneth Robinson
Congressman M. Caldwell Butler
Mr. James Randel, Shenandoah Vineyards
Mr. Ken Deaver, Amador County Wine Growers Association



coty

Shenandoah Vineyards

Route No. 2, Box 208B Edinburg, Virginia 22824

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February 13, 1981

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-2-

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Respectfully submitted,

SHENANDOAH VINEYARDS

James B. Randel, Jr.

Coi d. 8 o

September 18, 1980

Department of Treasury
Bureau of Alcohol, Tobacco
& Firearms
Washington, D. C. 20226

Gentlemen:

The Amador County Wine Grape Growers Association at their June 1980 meeting authorized the enclosed petition for Shenandoah Valley Viticultural Area.

Should you have any questions or require any additional information please contact myself or Cary Gott at Rt. 2, Box 30-A, Plymouth, California 95669, telephone:

Very truly yours,

Ken Deaver, President
Amador County Wine Grape
Growers Association
Rt. 2, Box 27

Plymouth, CA 95669 residence

209-223-0732 : work

KD:g Enclosures as above

<u>NEWS PA PER</u>	<u>DATE</u>	CIRCULATION	<u>TITLE</u>
Washington, D.C. Star	5/11/80	.308,910	Shenandoah Valley Is The Heart
Baltimore, MD Sun	4/13/80	359,929	Historygrace Shenan- doah Valley, VA
Baltimore, MD Sun	4/22/79	340,098	Virginia history in Valley of Stars
Akron, OH Beacon Journal	5/4/80	215,662	SHENANDOAH: Vacation Variety in VA Valley
Schenectady, NY Gazette	5/24/80	67,050	Beauty, Lore enrich the Shenandoah
Hamilton, Ontario Spectator	4/28/79	136,000	Shenandoah: It's the Valley of the Stars
Lafayette, IN Journal and Courier	5/25/80	36,604	Shenandoah: Land of history, beauty,
Birmingham, AL Southern Living	3/80	630,000 monthly	Tracing Virginia's Past Along Valley Pike
Philadelphia, PA Daily News	4/6/79	233,291	In Virginia There's A Magic Valley
MI Monthly Detroit	9/80		The Shenandoah Valley
San Diego, CA Union	7/1/79	310,911	The Shenandoah Valley - Beauty By Sun
Pittsburgh, PA Press	8/10/80	655,969	Shenandoah Valley Shares Its Peaceful
Pittsburgh, PA Press	7/13/80	655,969	Shenandoah Béauty: Civi War History
San Francisco, CA Examiner	6/22/80	663,303	Shenandoah: George Washington schlepped
Wheeling, WV News- Register	4/13/80	63,140	Valley Just Tank Away
Camden, NJ Courier-Post	4/27/80	122,442	Shenandoah's beauty
Baton Rouge, LA Morning Advocate	6/24/79	61,690	Shenandoah Valley is Ric In

NEWS PAPER	<u>DATE</u>	CIRCULATION	TITLE.
Cleveland, OH Press	8/18/80	308,545	Virginia's Shenandoah Valley: Top Sightseeing.
New York, NY News World	4/7/80	72,510	Shenandoah Valley: Land of history
Youngstown, OH Vindicator	6/22/80	149,696	Shenandoah Is Valley
Fayetteville, NC Observer & Times	4/29/79	58,151	Everyman's Valley In Va
Buffalo, NY Courier Express	4/13/80	257,193	Valley Rich in Beauty
Passaic, NJ Herald- News	5/18/80	80,964	Shenandoah Valley holds wonders
New Brunswick, NJ Home News	6/15/80	72,018 ·	Shenandoah Valley offers U.S. history with
Ridgewood, NJ News	5/22/80	16,000	Adventures In Travel
Philadelphia, PA Bulletin	4/13/80	584,818	You'll Want to Visit the Shenandoah Valley
Toledo, OH Blade	4/20/80	210,607	Shenandoah Valley Guide
Fort Lauderdale, FL News & Sun Sentinel	4/27/80	155,863	Shenandoah Directory
Asbury Park, NJ Evening Press	4/20/80	139,515	Travel Notes: The Shenandoah Valley
McKeesport, PA News	4/8/80	35,722	Catalog Ready For Shenandoah
Lyons, NY Wayne County Star	4/17/80	9,500	Shenandoah Valley Trave Guide
Willingboro, NJ Burlington County Times	5/4/80	39,929	published by the Shenandoah Valley
Toms River, NJ Ocean County Reporter	5/28/80	13,637	Shenandoah Valley

Shenandoah Valley Is the Heart Of Virginia's Mountain Scenery

By John Bowen Special to The Washington Star

NEW MARKET, Va. — When Virginians speak of "the valley," they mean Shenandoah. It also is identified as the Valley of Virginia or Stonewall's Valley, in recognition of the military prowess of the

THE SUNDAY SUI

BALTIMORE, MD.

SECTION R

itor, it will be first Valley of Stars --:hosen by the first Indians, who were ty and the fullness

oah Valley, by is called, has been

Play at Strasburg and Shenandoah Music Festival at Orkney Springs reveal a fondness for cultural expressionism, as do Middletown's Wayside Theater and Lexington's Henry Street Playhouse. Antiques and col-

lectibles are also plentiful.
So much of value found form or expression in this valley that it can justifiably claim continuing fame. President Woodrow Wilson was born in Staunton, where his home is now a showplace and museum with a good collection of small personal items. The reaper, which made the Western plains the breadbasket of America and the world, was invented by Cyrus McCormick at a farmstead 15 miles north of Lexington, which is open to visitors. The

apparent at bat-y still is studied lools.

ured and devasand the people. at Now Market, endary bravery pareil, Maj. Gen. 11) Jackson. The n. Robert E. Lee re, but it was to hington and Lee gton - that he demonstrate a tion and educa-

nandoah Valley the trail their now it is known s thoroughfare, oute 11 and fed d other routes t at numerous th of the valley. pleted in a few

mansions — including those used as mansions — including the Civil War headquarters during the Civil War Si fi WASHINGTON Star V WASHINGTON, D.C. D. 328,612 SUN. 308,910 pl

in 1864 when Virginia Military Institute cadets joined hardened Confederate regulars to best back a critical Union invasion of the valley. The museum there tells not just the story of the battle, but the broad out-lines of the Civil War in the east. The battle will be re-enacted today by

some 900 participants.

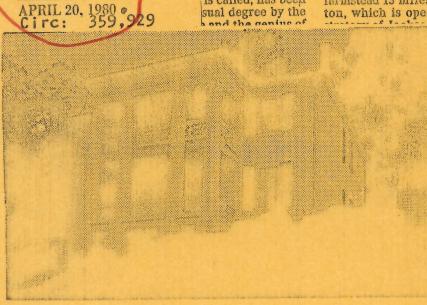
Lexington has welcomed as many heroes as it has produced. Lee Chapel, on the campus of Washington and Lee University, is both Lee's burial place and the repository of Valentine's famous recumbent statue of Lee. The white eminence of the W & L colonnade is a registered national landmark. Nearby Virginia Military Institute conducts tours of its facilities and opens its parades to visitors. The George C. Marchall Museum collects memorabilia of the World War II military leader and subsequent secretary of state.

Stonewall Jackson is buried in Lexington Cemetery, not far from the only home he ever owned. The home has undergone extensive restoration and is open daily to the pub-

Staunton's favorite sen is President Woodrow Wilson, but the city is not single-minded. The imposing buildings of Mary Beldwin College overlook a workaday community filled with historic structures such as Trinity Church, the capital of Virginia for a short period during the uncertain days of the Revolutionary War. The Statler Brothers lead an annual Fourth of July celebration," while the attraction Natural Chimneys is within commuting distance.

Roanoke and vicinity anchor the southern end of the valley. The largest city in the region, this reilroad center offers a transportation suseum and children's zoo, the outdoor delights of Mill Mountain, and a

summer playhouse.



Presidential birthplace

Woodrow Wilson first saw the light of day in this building, a former ds far enough Presbyterian manse in the Shenandoah Valley town of Staunton, Va. It to encompass has recently undergone renovation and is open to the public daily. one-time river

Creation." There is also a new wax

museum at Natural Bridge.

The valley's long attraction for travelers has endowed it with good motels, restaurants and camp-grounds throughout. Gracious living is exemplified at the Hotel Roanoke and the Homestead in Bath

Historic mansions include the Na-tional Trust's 1787 Belle Grove at Middletown, and Abram's Delight at Winchester. The summer Passion

and rail hub which stands much as it did when the flery abolitionist, John. Brown, came to town long enough in October 1859 to make it fa-

Winchester, once a frontier gamin, now combines a reputation for gentility with a passion for its roots, as shown in the tenacity with which it preserves its log beginnings. The city may own the largest collection of original log buildings in the nation, which complement its The Baltimore, MD Sun Sunday, April 13, 1980 Circ: 359,929

History, rustic charm grace Shenandoah Valley, Va.

Mountains and valley tie in together in the Vinginia ro parion ragion known as Sucuandoan Valley, a delight in springtime for those who enjoy a change of tempo in a natural setting.

The valley is the kind of place where you can find quiet country inns and restaurants serving up history and charm along with spoonbread and peanut soup. You could spend a day away from it all in villages shopping for quilts, chairs, fiddles and dulcimers from the people who made them with their own hands.

This region, embracing the Blue Ridge Mountains, the broad, pastoral Valley of Virginia and foothills of the Alleghenies, is made for outdoors people, those who go for hiking, camping, canoeing, golf and tennis, and for those who appreciate scenic byways.

peaks in Shenandoah National Park reach up to blend their summits with billows of bluish haze. The Skyline drive and the Blue Ridge parkway, with which it joins near Waynesboro, are designed for miles of leisurely motoring. Those who drive awhile and hike awhile are rewarded with sights of spring wildflowers and many species of birds, forest and field.

Lodges along the way provide accommodations, dining rooms, box lunches for hikers, bicycle rentals and craft items made by valley people. Park naturalists conduct walks of varying length and give evening lectures.

Many presidents and their families have known this country. At Winchester, near the northern end of the valley, George Washington worked for three years as a young surveyor from

and Jefferson saw it.

Events of travel interest are scheduled throughout spring and summer. Among these are the Virginia Championship



tival at Orkney Springs, offering professional symphony music in a mountain setting. July 26-27 and August 2, 3, 8, 9; and the annual Jousting Tournament at Naturai Chimneys, August 16.

There is all of this and one's own adventure besides. At Woodstock it's possible to climb the tower and view the sweeping panorama of the seven bends of the Shenandoah River. Better yet is to float the Shenandoah in a canoe, camping out, fishing and enjoying the cliffs rising from the banks. This, too, can be arranged.

For additional information get in touch

Shenandoah's beauty

'Oh, Shenandoah, I Leped in history

Wheeling, WV News-Register Sun., April 13, 1980 verlook on the ShenanCirc: 63,140 Wheeling, WV News-Register Sun., April 13, 1980 verlook on the ShenanSkyline Drive. Down

(Note: Richard Dunlop is a contributor to such publications as Reader's Digest, Saturday Evening Post, Holiday, Southern Living, and Publisher's Weekly. Specializing in travel and outdoor writing (Rand McNally Backpacking, the Guideor Guide), he is a member and past president of the Society of American Travel Writers. He has made frequent visits to the

By Richard Dunlop

Stand atop Hogback Overlook on the Shenandoah National Park's Typine Drive. Down below in the valley 11 serpentine bends of the the the liver clint in the sun. This is the river that sailors on clipper ships bound for the far reaches of the ocean sang about with so much feeling: "Oh, Jasaadeah, I bag to hear you, Away you rolling river

The Saenanacan, Virginia's great vailey, reaches for 200 miles between

in the sun.

'ginia's great Valley, etween the Blue Ridge and each mile contains ales of brave men and scenic roads, Skyline arkway, form its east-

gton surveyed the valifice still stands at the ddock Streets in Win-

as the home of Confedert E. Leo is buried in igton campus of Wash-War. Close by are Vir-

ginia Military Institute and the newly rehome of "Stonewall" Jackson.

Visitors to VMI look at the dramatic dinst mural of the charge of the cadets on 15, 1864, and then go to New Market where the youngsters, some not yet 16-3 old, showed such bravery in battle.

The Hall of Valor at the New Market E field has been called the "thinking man's War monument" because it traces the and sweep of the events leading up to the with so much depth and understanding.

VMI graduates also have led Amo forces in World War I and II, and the Geo Marshall Research Library (an alumn Lexington features an electric map describes the movement of Allied forces World War II.

Ploase see SHEMANDOAH, Po

(OVER)

The Shenandoch Vallay Baarly By Sun And Stars

By JOHN BOWEN

When Virginians speak of the Valley, they mean Shenandoah.

It also is identified as the

A Link With the Past

Visitors may rest under the stars and listen to owls and crickets along the Skyline Drive and the Blue Ridge Parkway, scenic mountaintop routes that everlook the Valley, or

The San Diego Union San Diego, CA Sunday, July 1, 1979 Circulation: 310,911

> Virginia's Shenandoah Valley holds a range of wonders such as the Frozen Fountain in vast Luray Coverns at right. Center is Peaks of Offer Lodge on the scenic Blue Ridge Porkway. At far right, Naturei Bridge, once owned by Thomas Jefferson, towers 215 feet high.



nenandoah

When Virginians speak of the Valley, they mean Sherandoah. It also is identified as the Valley of Virginia or "Stonewall's Valley," in recognition of the military prowess of the Confederate hero.

But for the visitor, it will be first and foremost the Valley of Stars - the description chosen by the first visitors, the early Indians, who were awed by its beauty and fullness of night skies. The Shenandoah Valley, by whatever name it is called, has been blessed to an unusual degree by the richness of nature and the genius of man, creating a fulfilling experience along its entire 200-mile length.

Creation." There is also a new wax

BATOM ROUGE, LA. Gra D. 61,690 SUN, 97,167 F1:01

Tr JUN 24 1979

Stitution a apparent any or the annex of well Shenandoah Music Pestival at Orkney Springs reveal a fondness for cultural expressionism, as do Middletown's leagendary bravery of the Vaile parell, Maj. Gen. Thomas J. "Ston Jackson. The tactical genius c Robert E. Lee was proved elsewher

was to the Valley - to Washington and Lee ; fron-University in Lexington - that he went mass a after the war to demonstrate a genius for ty with

Visitors to the Shenandosh Valley may by with roughly follow the trial their ancestors its log took, only now it is known as Interstate 81. its log This thoroughfare, parallel the state 81.

This thoroughfare, paralleled by U.S. Route 11 and fed by Interstate 64 and other will the routes from east and west at numerous (184,1 places, rons the length of the Valley. A four in the may be completed in a few days from the and

IHE SEN. Sucday, April 22, 1919

Walley depresents at harmones augs. as great.

Virginia history in 'Valley of Stars When Viriginians speak of the "valley."

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the Va All along its was worken Appalation curescit The Sun camps tone ground Baltimore, MD evening the mader and Baltimore, MD Natura Grand, Lawy, C Sunday, April of the tenverne Circulation:

test no l Visiters may haca to only and vickels along the Skyfine delice and Blac thebre per breay, seeme les, or along the well-walked Appriechion Trad Ledyer and camparecals are available. The extraor praint and light program in Malin at Bridge, one of the wonders of

from the valley. The tacheal genius of tien, Robert El Les was proved elsewhere, but it was to the valley - to Weshington and Lee University in Lavington - that he

Wallet by account of touthball

Visitors to the the sand on Valley may agily the wall their menture it or becomes a later take \$1 e, marabeled by 118 in inters of his non-oth-22, 1979 y dier my by com

340,098 Stom either and when he shapees they, the one line view and rall hat take it is do nucleus it old when on the map October 1869 with his runt on a

federal actional.
Whichester may over the largest eodoction of original by Laddings in the nation, ties as if has produced Les Chapel, or the campon of Washington and Les Unions 15, is boilt the reput to a of Valenting to most recambont statute of Les and for burist place.

its farifices and open at paralle to the new text. The flooring a 125 a half of securing of feets memorabiles of the World War I unlittery feather and appropriate contacts.



Shenandoah

Vacation variety in

By Dawin Schoenleb Beecon Journal travel writer

Valley.

That valley, extending some The Skyline Drive and Blue Ridge days, Parkway form its eastern boundary.

couple of country inns.

WINCHESTER, ralled by some the "Apple Capital Of The World," is quite an historical Want to get away - but not spot, too, and the chamber of too far - on a little spring vaca- commerce has maps, folders, and and on foot.

George Washington began his 150 miles from Winchester down career as a surveyor here in to Natural Bridge, is a sight to 1748, and his office still stands at behold at this time of year, with the corner of Cork and Braddock its apple blossoms, green mead- streets. It's a museum now, conows and forests in the distance. taining relics of early Winchester

The town was a strategic point for both sides during the Civil Along with the scenery are nu- War and changed hands 70 times. morous historical sites and Both Confederate Gen. "Stonehomes, Civil War battlefields, a wall" Jackson and Union Gen. half dozen caverns and interest- Phil Sheridan had headquarters ing towns - with plenty of over- here. Jackson's quarters are a night stopping places, including a museum, Sheridan's houses the Jocal Order of the Elks.

The round trip via the Pennsyl- Other points of interest are the vania Turnpike to Breezewood, I- Old Stone Presbyterian Church 70 and US-522 to Winchester, I-81 (1788), the Old Fredericksburg to Lexington, then I-64 and US-60 Courthouse (1840) and the Holup through West Virginia's moun-lingsworth House (1754), oldest tains to Charleston, and home on home in the city, restored and I-77 covers something like 850 furnished in 18th century style, complete with a boxwood garden.

A DOZEN miles south of Winchester at Middletown is the Wayside Inn. founded in 1797 and still going strong.

The inn has 21 guest rooms, all tion? Try Virginia's Shenandoah, suggestions for tours, both by car with private bath, all decorated in different style and all loaded with antique furnishings. Three meals are served every day in a half dozen cozy dining rooms and there's even afternoon tea.

> In its early days, the Wayside Inn was a stop on the heavilytraveled. Shenandoah Valley Turopike. During the Civil War, it alternately served the needs of Confederate and Union soldiers, and it was said to be America's first motor inn when automobiles replaced coaches and buggies. Two wings were added to the main brick building in 1905.

Just south of Middletown is Belle Grove, the 18th century plantation home of Revolutionary Major Isaac Hite, brother-in-law of James Madison. A limestone structure, it's a combination of Anglo-Virginia architecture, with Thomas Jefferson having a hand in the plans. Here again Union and Confederate forces took nums

using the home as beadquarters,

In 1964, it was becausethed to the National Trust For Historic Preservation and now has more than 10,000 visitors a year, many participating in craft workshops and folklife programs.

JUST OFF I-81 about 30 miles below Middletown is New Market and its Battlefield Park where, on May 15, 1864, young cadets from the Virginia Military Institute at Lexington made their famous charge against seasoned Union troops and were bailed for their heroism in overrunning an enemy artillery position.

Reenactment of the 1804 tittle. which annually honors the part played by the cadets, will be staged at New Market next Sunday, with at least 750 Civil War buffs soldiers from 15 states taking part as soldiers.

The Hall of Valor, an elaborate visitor center and museum on the grounds, displays exhibits tracing events of the Civil War era. There also are scenic overlooks of the Shenandoah River and walking tours.

Schenectady Gazette Schenectady, N. Y. D. 67050

MAY 24 1980



Beauty, Lore Enrich the Shenandoah

The Shenandoah. It has been featured in song, in film, in literature.

Each of the 200 miles of the Virginia river valley, from the Blue Ridge to the Allegheny mountains, contains as much lore as it does dramatic fact

George Washington opened a surveyor's office in Winchester; Robert E. Lee is buried on the Lexington Washington and Lee University campus; Stonewall Jackson's restored home is nearby; Woodrow Wilson's home is in Staunton; and the Walnut Grove blacksmith shop where Cyrus Hall McCormick constructed the reaper as well as his gristmill have been restored.

Among the more tranquil spots in America, the Shenandoah also features the Dixie. Grand, Luray, Skyline and Shenandoah caverns, each a tourist attraction in its own right. The Natural Bridge, listed as one of the seven natural wonders of the world, is there as well as the Homestead, a 17.000-acre estate much the same way it was in colonial days.

Other popular vacation sites include the Natural Chimneys at Mt. Solon, the Tuttle and Spice General Store near Mount Jackson; Gristmill Square in Warm Stprings; Roanoke's Transportation Muscum; and Harpers Ferry, scene of John Brown's abolitionist raid.

Over and above all of this is the beauty and peace of the river valley, which has travel centers in Clearbrook, New Market, Staunton and Lexington. Those interested may also obtain further information about the area by contacting the Shenandoah Valley Travel Association, Box 488, New Market, Va., 22844.



PRESIDENTIAL BIRTHPLACE — Among Virginia's more popular <u>Shenandosh</u> River Valley tourist attractions is this newly restored mansion in Staunton, the birthplace of President Woodrow Wilson. The old Presbyterian manse is open to visitors, who also get a glimpse of Wilson's 1919 Pierce-Arrow, daily.

Shenandoah: t's the Valley of the Stars

By JOHN BOWEN

HEN VIRGINIANS reak of the Valley, ev mean Shenandoah; also is identified as e Valley of Virginia r "Stonewall's Valy," in recognition of ne military prowess of re Confederate hero.

But for the visitor, it will. e first and foremost the Poultry Festival in alley of Stars — the de. Sonburg, May 16-20. cription chosen by the first isitors, the early Indians, vho were awed by its beauand fullness of night

The Shenandoah Valley, whatever name it is alled, has been blessed to in unusual degree by the ichness of nature and the genius of man, creating a ulfilling experience along ts entire 200 mile length.

Nature endowed the Shenandoah Valley as greaty underground as she did bove ground. World-famous ave formations sparkle inder masterful artificial ighting at Dixie, Grand, Luray, Shenandoah, and Skyline Caverns.

The visitor soon becomes comfortable with such vords as flowstones and stalagmites and names like 'fried egg' and "bacon trips", which have been offixed to nature's idlosync-

Visitors may rest under he stars and listen to owls and crickets along the Skyine Drive and Blue Ridge arkway, scenic mountainop routes that overlook the Valley, or along the wellwalked Appalachian Trail.

The evening sound and ight program at Natural Bridge, one of the natural vonders of the world, is a lifferent experience - but no less inspiring because it races "The Creation"

The Valley's long attraction for travellers has endowed it with good motels, restaurants and campgrounds throughout.

Festivals

Historic mansions include the National Trust's 1787 Belle Grove at Middletown, and Abram's Delight at Winchester. Festivals include Winchester's presti-gious Apple Blossom Festival May 3-6 and the Virginia Poultry Festival in Harri-

The summer Passion Play at Strasburg and Sheiandoah Music Festival at Orkney Springs reveal a fondness for cultural ex-pressionism, as do Middleown's Wayside Theatre and exington's Henry Street layhouse. Antiques and ollectibles are also plenti-

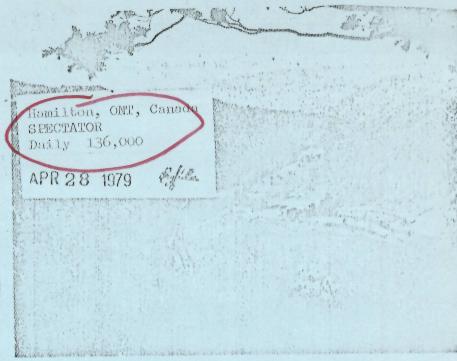
So much of value found orm or expression in this alley that it can justifiably laim continuing fame. resident Woodrow Wilson as born in Staunton, where s home is now a showace and museum with a od collection of small rsonal items.

The reaper was invented Cyrus McCormick at a rmstead 15 miles north of xington, which is open to sitors.

History has nurtured and vastated both the land d the people. Boy soldiers ight at New Market, iulating the legendary avery of the Valley's non reil, Maj. Gen. Thomas J. tonewall" Jackson.

The tactical genius of n. Robert E. Lee was rved elsewhere, but it was the Valley - to Washing-

and Lee University in cington - that he went er the war to demonate a genius for reconcili-on and education.



The pituresque Shenandoah countryside.

The Valley extends far enough into West Virginia to anchor the southern end of encompass Harpers Ferry, the Valley. The largest city the one-time river and rail in the region, this railroad hub which stands much as it centre offers a transportadid when the fiery abolition- tion museum and children's ist, John Brown, came to zoo, the outdoor delights of town long enough in October Mill Mountain and a sum-1859 to make it famous.

Log buildings

Winchester, once a frontler gamin, now combines a reputation for gentility with a passion for its roots, as shown in the tenacity with which it preserves its log

which complement its mansions - including those used as headquarters during the Civil War by Jackson and Union Gen. Philip Sheridan.

New Market Battlefield looks much as it did on a fateful May day in 1861 when Virginia Military Institute cadets joined hardened Confederate regulars to beat back a critical Union invasion of the Val-

The museum there tells not just the story of the battle, but the broad outlines of the Civil War in the east. The battle will be reenacted on May 13 by some 900 participants.

Roanoke and vicinity mer playhouse.

Winter skiers congregate at Bryce Resort, Massanutten, the Homestead and Wintergreen. Additionally, there are many golf courses and several canoe outfitters along the legendary river.

So the Valley, then, is demonstrably too big for a beginnings.

The city may own the just "Stonewall's Valley" or largest collection of original even the Valley of Virginia. log buildings in the nation, It is, rather, every man's valley.

1.01747ETTE, 111D. 10181011. AND COURSED D. 19,510 S. 36,564 MAY 2.5 1980

SACARO CALLONO

Stand atop Hogback Overlook on the Shenandoah National Park's Skyline Dr. Down below in the valley, II serpentine bends of the Shenandoah River glint in the sun. This is the river that sailors on clipper ships bound for the far reaches of the ocean sang about with so much feeling:

"Oh Shenandoah, I long to hear you,

Away you rolling river..."
The Shenandoch, Virginia's great valley, reaches for 200 miles between the Blue Ridge and Allegheny ridges, and each mile contains its own beauty and tales of brave men and dramatic events. Two scenic roads, Skyline Dr. and Blue Ridge Parkway, form its eastern boundary.

YOUNG GEORGE Washington surveyed the valley, which he called "rich and fertile all ye way," and his surveyor's office still stands at Cork and Braddock streets in Winchester. Later, as a colonel of the Virginia militia, he set up his headquarters in the same building during the French and Indian Wars.

The Valley was also the home of Confederate

heroes. Gen. Robert E. Lee is buried in Lee Chapel on the Lexington campus of Washington and Lee University, which he served as president after the Civil War. Close by are Virginia Military Institute and the newly-restored home of "Stonewall" Jackson.

Visitors to VMI look at the dramatic Clinedinst mural of the charge of the cadets of May 15, 1864, and then go to New Market to see where the youngsters, some not yet 16 years old, showed such bravery in battle. The Hall of Valor at the New Market Battlefield has been called the "thinking man's Civil War monument" because it traces the drama and sweep of the events leading up to the war with so much depth and understanding.

VMI graduates have also led American forces in World War I and II, and the George C. Marshall Research Library — he is an alumnus — in Lexington features an electric map that describes the movement of Allied forces during World War II.

For all its dramatic past, the Shenandoah is among the most tranquil of all American beauty spots. For some visitors it means, the spring apple blossoms around Winchester, the apple capital, or its awesome Dixie, Grand, Luray, Skyline and Shenandoah caverns.

IT WEANS THE Natural. Bridge - one of the seven natural wonders of the world - which Thomas Jefferson bought from King George III in 1774 for "twenty shillings of good and lawful money." Jefferson drew the first map of the bridge and its vicinity, and he approved when American patriots dropped molten lead from atop the 17-story high arch into the creek to make bullets for George Washingtonter

in the valley in a Presbyterian manse at 24 North Coalter St. in Staunton. The home, open to the public, has just been massively restored. Wilson's presidential limousine, a 1919 Pierce-Arrow, intrigues antique car buffs.

Nearby at Walnut Creek on a hot July day in 1831, Cyrus Hall McCormick, age 22, trundled out the world's first mechanical reaper and demonstrated it in a field of grain. The horse-drawn machine was destined to change farm life all over the world. The blacksmith shop where the reaper was constructed and McCormick's gristmill have been restored on the Walnut Grove Farm.

Springtime in the Shenandoah brings a tender green to the forests and meadows. Wildflowers spring up in profusion along the roadside and forest paths. Fields of corn, oats and barley form a pastoral patchwork.

At the same time, the tennis courts, golf courses, and riding trails of resorts—ones like Bryce Resort, Wintergreen, Massanutten Village, and the Homestead at Hot Springs—are at their best.

THE HOMESTEAD IN in Bath County, is a 17,000-acre estate that remains much as it was when Washington and Jefferson first rode into the Shenandoah Vafley. It is renowned not only for its recreational facilities and woods and streams, but for its service and cuisine and such amenities as concert musicians playing for afternoon tea in the lounge.

I-81 runs the length of the valley, and motorists are wise to stop at travel centers in Clearbrook, New Market, Staunton and Lexington for detailed information.

They will discover all manner of things to see and do, ranging from the Natural Chimneys - they're towering limestone pillars that reach a height of 120. feet at Mt. Solon - to the Tuttle & Spice General Store with its 1869 soda fountain near Mt. Jackson, Gristmill Square is at Warm Springs, where the Waterwheel Restaurant occupies a gristmill from the 19th century. The Simon Kenton Pub, named for the frontiersman who worked a mill on the spot in 1771, fits into what once was the miller's office.

Roanoke's Transportation Museum boasts a large collection of steam and diesel locomotives, an entertaining children's zoo, and farmer's market.

Harpers Ferry, where the Shenandoah and Potomac Rivers merge, offers a thoroughly restored town and connections with the fiery abolitionist, John Brown.

THE SHENANDOAH is a land of history, not only of great events but of common people who have tilled their fields and tended their apple orchards.

For a free Accommodations Guide and Calendar of Events, contact: Shenandoah Valley Travel Association. P.O. Box 488, New Market, Va., 22844



Friday, April 6, 1979

Philadelphia Daily News

got sum;

An The sublime majesty of Shenandeah Valley is enough to take one's breath away

Virginia's is the Shenandoah Voney, a 200-mile stretch of green grass, trees and spectacular mountains all running from Harper's Ferry just across the West Virginia line southwest to just beyond Roanoke.

Interstate 81 cuts right through the heart of the Shenandoah, but unless you're in a hurry to get to Tennessee or Atlanta, the only way to properly see Virginia's Valley is on the Skyline Drive and Blue Ridge Parkway.

THESE TWO twisting roads wind their way up and down the stunning mountains that frame the Shenandoah Valley and its history.

Virginia is one of the country's leading states for fouring American history buffs. But while the Colonial, pre-Revolutionary War era is best found along the East Coast, the Shenandoah Valley is pure Civit War.

It was through the valley, for instance, that Confederate General "Stonewall" Jackson's strongly outgunned Rebel footsoldiers moved 630 miles in 39 days to defeat several Yankoe armies in 1862.

You can relive all that at New Market Battleffeld Park, in the heart of the valley at Rtc. 211. The battleffeld reself looks a lot like it did in May, 1864, when Virginia Military Institute cadets were pressed into battle to repulse a Union onslaught.

New Market's museum tells what happened, and the actual battle will be recreated in May 13 with about 909 "combatants."

MAY, IN FACT, is a good month to tour the valley. The trees and flowers are in full bloom, evidenced by a couple of festivals: Winchester's Apple Blossom Pestival in Winchester, May 3-6, and the Virginia Poultry Festival in Harrisonburg, May 16-20.

But if you can't make it until school is out, you'll still be able to see the summer Passion Play at Strasberg and

southern end of the Valley. The largest city in the region, this railroad center offers a transportation museum and children's zeo, the outdoor delights of Mill Mountain, and a summer playbouse. The Civic Center has concerts and other activities year around.

Winter skiers congregate at Bryce Resort, Massanutten, the Homestead and Wintergreen. Additionally, there are many golf courses and several canoe outfitters along the legendary river.

So the Valley, then, is demonstrably too big for a single name. It cannot be just "Stonewall's Valley" or even the Valley of Virginia. It is, rather, everyman's valley.

FOR ADDITIONAL INFORMATION: Contact the Shenandoah Valley Travel Association, Box 483-F, New Market, Va. 22344. Tel (763) 746-3132. They will send an Accommodations. Restaurants and Campground Guide and calendar of events, free of charge. They also operate the Valley Tourist Information Ce.

Exit 67, Interstate 81, New Mark open daily 9 a.m. 5 p.m.

To S' I make his la-S' Airse racing, sie a S' Shiling away to the d the Mahurat Chiracas

and Grand Caverns regional parks, in Bridgewiter and Mt. Solon, respectively; all sorts of Civil War and Stone wait faction memorials in Lexingues, and the first state of the first sta

If you want more information on the many mark of tractions that Virginia's valley has to offer, write to Shenandoah Volley Travel Association, P.D. Bernell, Vo. 22844, or call the association of 128

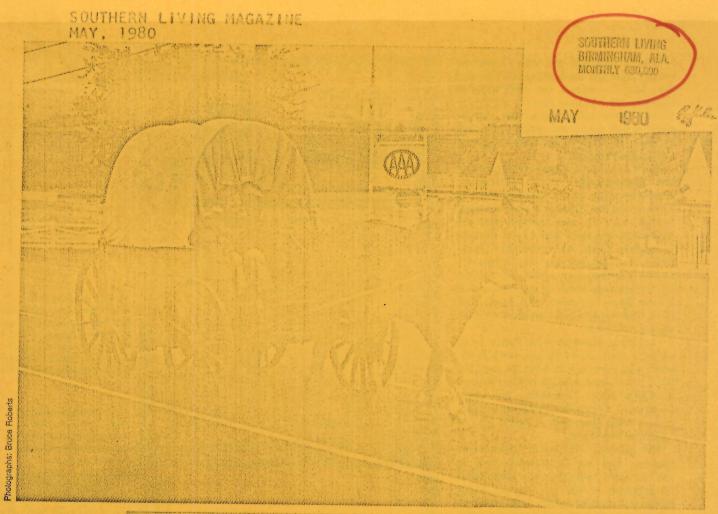
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Traveling like the early settlers from two centuries ago, these girls, pulled by their horse Dan, travel "up" the Valley Pike in Virginia.

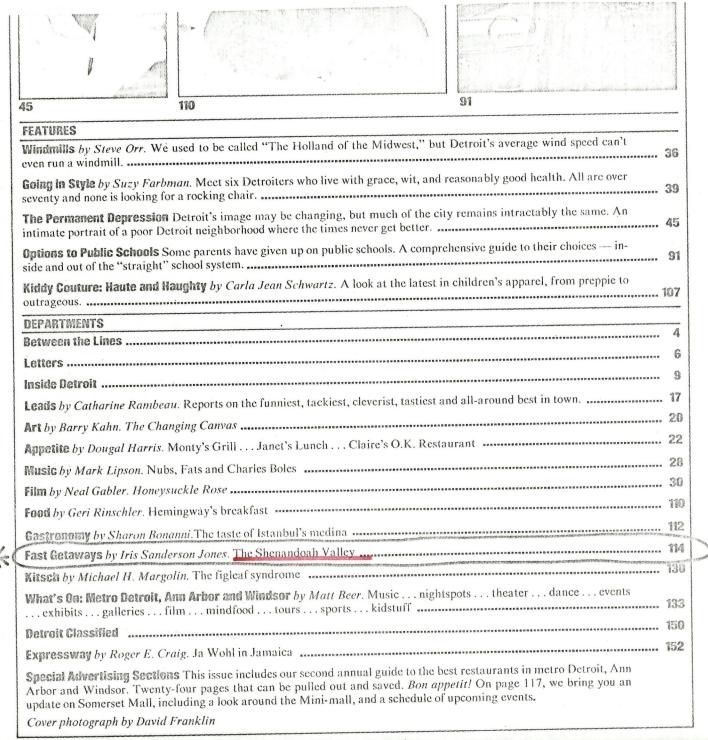
Tracing Virginia's Past Along Valley Pike

U.S. 11 crosses the Shenandoah River and sways 178 miles through Virginia's Shenandoah Valley, from north of Winchester south past Roanoke, following a path as old as the valley itself.

After it was built in 1840 and called the Valley Pike, Union and Confederate armies marched its macadamized surface in maneuvering for control of the valley. A century earlier, the road—then known as the Philadelphia Wagon Road—had seen German settlers rumble down its trace to build their blocky, gray stone farmhouses, some of which still stand today. And before that, when a 1716 exploration party climbed atop the Blue Ridge Mountains and gazed upon the valley to the west, the Indians had already created the valley path in their search for game.

Today, along U.S. 11, or Valley Pike,

This story is a direct result of Iris Sanderson Jones' visit to the Valley, sponsored by the Virginia State Travel Service's Travel Writers' Program, and coordinated by SVTA.



The Shemandoah Valley

Touring the Valley is a Twentieth Century adventure in a Nineteenth Century world.

by Iris Sanderson Jones

YOU CAN SEE IT ALL FROM the Blue Ridge. Wet trees falling darkly down steep mountainsides to the Shenandoah Valley of Virginia. Huge spreads of bright green farmland spread between lush, blue-green misted slopes. White board fences wrapped around hilltop farms, between towns sagging gently with age. Black-and-white cows pasted against clipped pastures. And Stonewall Jackson riding north and south along the Old Valley Pike on his huge bronze horse.

Visiting the Shenandoah Valley is a Twentieth Century adventure in a Nineteenth Century world. Somebody forgot to clutter the landscape with high-rise gasoline signs. But this is America too: raising a beer mug under the low-beamed ceiling of a pub, in a town that smells of evergreens instead of gasoline; the honeymoon suite of an old inn, where the pegged wooden floors slope ever so gently downhill from the four-poster bed; lunch at a restored mill between the locations of the Battle of Cedar Creek and the Battle of New Market; or thumping your feet to modern music just down the street from Robert E. Lee's tomb.

You can enter the valley via the Sky-

line Drive, with meals or overnight stops at two wonderful state lodges called Skyland Lodge and Big Meadows Lodge, but don't try it on a summer weekend. The Twentieth Century is too much with you, in the form of bumper-to-bumper traffic. We went in on Highway 50 from Washington, D.C., to Winchester, via Middleburg and the Red Fox Tavern, a perfect decompression chamber to move you from the present to the past.

From the street, the Red Fox Tavern is a large square building of weather-beaten stone facing onto Middleburg's main street. Two flags flank the front door, near a sign that reads "1728"; the tavern is said to be the oldest inn still in use in the United States. Inside, several small, low-ceilinged dining areas are tucked between stairways and old stone passageways on the first and second floors. There are six bedrooms to rent, all with canopied beds. King-sized four-poster beds look strangely out of place here, until you remember that beds were custom-made before the assembly line was ever thought of

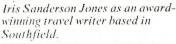
Behind the tavern, in a tiny two-story pub — or on its summer terrace—people eat sandwiches and quiche with beer or wine.

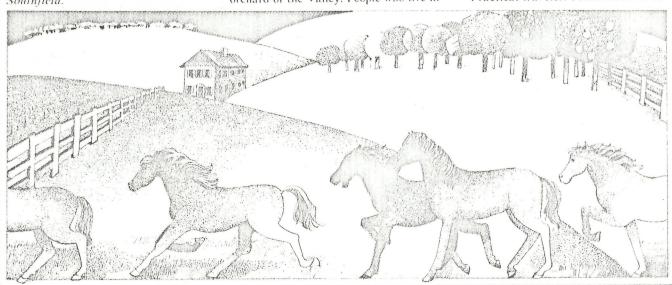
This is horse country, and large old farmhouses are wrapped in fences as you go over the ridge to Winchester, oldest town west of the Blue Ridge and apple orchard of the Valley. People who live in this wide cleft between the Blue Ridge and the Alleghenies call the Shenandoah Valley "the valley," in the same way that New Yorkers call their town "the city."

YOU CAN GET TWO CENTURIES of living history in one afternoon in Winchester. Visit a stone house called Abram's Delight, where Quaker Abraham Hollingsworth found the Shawnee Indians camped around Shawnee Springs in 1730. (He paid them a cow, a calf and a piece of red cloth for 582 acres.) The city recently restored Washington's office, which George Washington used when he surveyed this land and, later, to defend this frontier against the French and the Indians. Stonewall Jackson's headquarters has memorabilia from the Valley campaigns, during which the Union and Confederate troops repeatedly advanced and retreated during the Civil War. Jackson is the Valley's foremost hero, because he so often outwitted the enemy in his attempts to protect this "granary of the Confederacy." At the top of the stairs is a miniature of the bronze statue of Stonewall on his horse at Manassas

Winchester is also the site of Sheridan's headquarters, from which Union General Philip Sheridan rode to the Battle of Cedar Creek. Sheridan is the villain of the Valley; he burned his way south to destroy the granary of the Confederacy.

Practical travelers zoom south on In-





People who live here simply call it "the valley," the way that New Yorkers call Manhattan "the city."

terstate 81. Romantics take a parallel two-lane road called Highway 11, the old Valley Pike. An antique-lover from Washington restored the Wayside Inn at Middletown (home of the popular Wayside Theater) and the Strasburg Hotel at nearby Strasburg, where he also runs a large weekly antique flea market. One of the few standing antebellum houses is Belle Grove, near Middletown, site of the Battle of Cedar Creek; the house was designed with the help of Thomas Jefferson.

If you have had enough history for a while, I suggest you stop for food or drink at the Edinburg Mill, in the village of Edinburg, where Becky and James Ellis have done a remarkable job of converting an old granary into a restaurant, bar and sometimes music center. Sit in one of the grain bins, and watch the decorative use of old wheels hanging like mobiles above sandblasted solid wood floors.

Another stop along this route is the Shenandoah Vineyards near New Market, where a former Michigander is managing a new wine industry in the valley.

Travelers who like history in an uncluttered natural setting benefit from the fact that tourism is only now developing in the Shenandoah Valley. It is not slick, but careful and authentic.

This is particularly evident in Lexington, where Jackson and Lee are buried. Jackson once taught at the Virginia Military Institute, and Lee became president of Washington University a few weeks after the surrender at Appointatiox. Here you can wander around the restored brick streets; visit the newly restored Stonewall Jackson House and the elegant, small Lee Chapel; watch the military cadets parade, and visit the George Marshall Library on the grounds of VMI. And you can join Twentieth Century Virginia in a very noisy, popular local hangout called the White Column Inn. The most interesting accommodations in town are at the Alexander Winthrop House, a restored Eighteenth Century building where you get a huge room with bath for \$35.

Drive out of the Shenandoah Valley across the Blue Ridge to Charlottesville and you will see the same tasteful restoration, at a much more advanced stage, in the homes of Thomas Jefferson at Monticello and of James Monroe at Ashlawn. Don't miss lunch at the Michie Tavern, built 200 years ago and moved to this site in 1928. Plan a buffet lunch in one of its log cabin rooms or on its terrace, and visit the Michie Museum, which is actually the original restored tavern building.

YOU'LL WANT TO

Supplement to the Philadelphia, PA Bulletin Sunday, April 13, 1980 Circulation: 584,818

Desalidy Insu SHENANDOAH VALLEY

Johnny Appleseed Restaurant

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WOODROW WILSON BIRTHPLACE

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Thomas Jefferson

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5th day of July 1774. It was shortly thereafter that he erected a

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Accommodations are available to suit every budget. And the convention and conference facilities, the cafeteria, gift shop, recreation room, and indoor swimming pool will make your visit comfortable and convenient.

Cot the whole CIVIL WAR STORY and hines HALL OF VALOR

New Market Battlefield

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Where VMI cadets created a legend of young courage

Write for brochure

The underground spectacle of the East's largest, most popular cavems, and the unforgettoble music of the world's only Stalacpipe Organ: at Luray Cavems, they're just the beginning!

Because there's golf, too. Tennis, Antique cars, And beautiful Shenandoah Valley scenery. All just 10 minutes from the Central Entrance to Skyline Drive, 45 minutes from Interstate 84—and clearly out of this world!

Plan you vocation with our free Virginia map and color brochure. Wale Lawry Coverses Box PB, Luray,

On-premises gas stalion



Call or write today for more detailed information. Or see your Travel Agent.

U.S. 11 and 1-81 Exit 49 or 30

LANCASTER, PA. NEWS 2 131,027

Going Places, Seeing Things

A second directory came from the Shenandoah Valley Travel Association. The valley stretches 200 miles from Roanoke, VA to Harpers Ferry WV. Some 94 motels, 122 restaurants and 22 campgounds are listed in the 44-page booklet, along with 1980 rates. A map is included.

To receive the guide and a calendar of events, send a quarter to the Shenandoah Valley Travel Association, P.O. Box 488, New Market, VA

22844.

ASBURY PARK EVENING PRESS ASBURY PARK, N.J. D. 107,770 SUN 139,51.5

APR 2 0 1980

Travel Notes

HE COUNCIL on International Education Exchange (CIEE) is offering its 1900 student travel catalog.

The catalog contains a schedule of CEEE's summer 1930 charter program of low-cost flights from New York to Paris, Amsterdam and Tel Aviv, application forms for the International student identity card and CIEE's work abroad programs. Budget accommodations, Eurail and Britrail passes, car fentals, travel insurance and student tours also may be booked through the catalog.

THE BEACHFRONT Hilton International in Barbados is offering an eight-day, sevennight scuba diving package as part of its pleasure chest-best of Barbados program.

The package is priced from \$373 per person double occupancy, European, plan (no meals) and is available through Dec. 15.

Circul
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Campgrou

Toledo, OH Blade Sunday, April 20, 1980 Circulation: 210,607

Shenandoah Valley Guide

The Shenandoah Valley Travel Association has published its 1980-81 "Accommodations, Restaurants, and Campground Guide," the ninth annual edition.

The guide (and a calendar of events) is available by sending 25 cents to the Shenandoah Valley Travel Association, P.O. Box 488, New Market, Va. 22844.

FORT LAUDERDALE NEWS AND SUN SENTINEL FORT LAUDERDALE, FLA. SAI. 143,463 SUN. 155,863

APR 2 7 1980

Shenandoah directory

Heading for the hills for this summer's vacation? The Shenandoah Valley Travel Association offers its new directory of accommodations, restaurants and campgrounds along the 200-mile stretch from Roanoke, Va., to Harpers Ferry, W. Va., including the Skyline Drive and Blue Ridge Parkway. The 44-page booklet is available for 25 cents by writing the association at PO Box 488, New Market, Va. 22844.

There will be 10 dives in different locations from special dive boats. A certified instructor will be on board and divers will be provided with standard equipment (tanks, air, weights, weight belt and backpack). Divers must provide their own mask, snorkel, fins, regulator and buoyance compensator.

Further information may be obtained from Mary E. Carroll, public relations manager, western hemisphere, Hilton International, 605 Third Ave., Nwew York, N.Y. 10016, (212)-688-2240.

U.S. AIR AND EASTERN Airlines are offering new discount plans for travel through Dec. 15 for persons 60 years old or older. The fare is available for direct and connecting travel between all Florida markets U.S. Air serves, as well as most other cities on the airlines 25 state domestic system, including Allegheny Commuters.

Memark Star-Medger NEWARK, N. J. (NEW YORK CITY MARKET AREA) D. 413,914

MAY 1 1 1000 Bollen

A 1980 calendar of events is available free of charge from the Shenandoah Valley Travel Association, PO Box 488-C, New Market, Va. An Accommodations, Restauant and Campground Guide is available by sending 25 ents to the same address.

Persons using the new fare may travel on Tuesdays, Wednesdays or Thursdays. They must stay at least until the following Tuesday or as long as 60 days.

THE SHENANDOAH VALLEY. Travel Association is offering its 1900 calendar of events for the valley.

The brochure lists the date, location and contact for festivals fairs, exhibits and other activities in the 200-mile long area.

Persons may obtain the calendar from the Shenandoah Valley Travel Association P.O. BOx 483-C, New Market, VA, 22844.

EASTERN AIRLINES will fly children from 2 to 17 years of age to and from Florida-free of charge on Tuesdays, Wednesdays and Thursdays if they are traveling with adults who are paying Super Saver discount fares. For travel on Friday through Monday, the fare will be \$79 roundtrip.

Reservations must be made and tickets obtained seven days before departure. The minimum stay is until the first Saturday following departure (those departing on a Saturday may return any timet). Maximum stay is 60 days.

EDITOPORO, N. J. D. 30,500

APR 1 2 1980 gas

SVIA Prints Calendar

NEW MARKET, VA — A 1980 Calendar of Events for the Shenan-doah Valley has been printed, and it is available free of charge. The Shenandoah Valley Travel Association announced the publication of the brochure today

SVTA Executive Director Meriwether German said the brochure is designed for both visitor and resident, and lists the date, loca-tion, and contact (mailing address, telephone) for various activities in the 200 mile long Valley area. Included are festivals, fairs, and exhibits taking place in 1900 from Harpers Ferry to Roanoke.

This is the second consecutive

year SVTA has printed the events calendar, and some 17,000 copies have been prepared. They will be selectively distribut-

ed to information stations of The Virginia State Travel Services (in-cluding Washington, D.C., and New York City), State AAA offices, Val-ley travel centers, and area cham-bers of commerce. They will be used to answer mail requests and the association receive

Individual copies of the Calendar of Events may be obtained free of charge by contacting: Sheuandoah Valley Travel Association, P.O. Box 468-C, New Market, VA 22844, Tel (703) 740-3132: - New available is the 1920-81 ac-

commodations, restaurants and campground guide, published by the SHEA tion. Territory covered stretches 200 iolles from Roanoke, Va., to Rarpers Ferry, W. Va., and includes both Sheaanduah National Park and the Blue Hidge Parkway. The 44-page booklet spotlights 94 metels, 123 restaurants and 22 camparounds, sloop with car-rent rates. There is also a two-page map listing natural and historic after-tions. Toobtain the guide, send 23 cents to the Shenandoah Valley Travel Ass'n., P.O. Box 483, New Market, Va., 22544

MCKEESPORT, PA. D. 35,722

8 1980



Catalog Ready For Shenandoah

A 1980 Calendar of events for the Shenandoah Valley is available free of charge, according to the Shenandoah Valley Travel Association.

The brochure, lists the date, location, and contact (mailing address, telephone) for various activities in the 200-mile long Valley area.

Individual copies of the Calendar of Events may be obtained free of charge by writing: Shenandozh Valley Travel Association, P.O. Box 488-New Market, Va. 22844.

SUULIDERN LIVING September, 1980

OLI'C. 10,00/ (Weekly) Toms River, NJ

Quarter Guide of the Valley

For 25 cents, you can get the "1980-81 Accommodations, Restaurants, and Campground Guide" to the Shenandoah Valley. This ninth annual edition covers the valley, which stretches 200 miles from Roanoke, Virginia, to Harpers Ferry, West Virginia.

For a copy of the 44-page guide, send 25 cents to the Shenandoah Valley Travel Association, Box 488, New Market, Virginia 22844.

LYONS, N.Y. COL STAN

MESDAY, MAY 28, 1980 OCEAN COUNTY RESCRIER

Shenandoah Vallay

The Shenandoah Valley Travel ssociation is offering its 1980-81 Acmodations, Restaurants and Camp-'ound Guide. This 9th annual edition is e most comprehensive of its kind for the alley area, which stretches 200 miles from panoke, Va., to Harpers Ferry, W Va. . Both Shenandoah National Park (Skyline rive) and the Blue Ridge Parkway are in

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The guide and a calendar of event are available by sending 25 cents to ciation, P.O. Box 483, New Marks Va. 22844.

Spenandoch Valley Travel Guide Available

The Shenandoah Valley Travel, Association has announced the publication of its 1980-81 Accommodations, restaurants, & campgrounds guide. This 9th angual edition is the most comprehensive of its kind for the Valley area, which stretches 200 miles from Roznoke, Virginia to Harpers Ferry, West Virginia.

Both Shenandoah National Park (Skyline Drive) and the Blue Ridge Parkway are in the Shenandoah Valley.

Some 94 motels, 122 restaurants and 22 campgrounds are listed by city in the 44 page booklet, along with their current 1980 rates.

There is also a two page map inside which lista area naturala and historical attractions, Public caunping information is also includ-

The Guide and a calendar of events is available by sending 25¢ to the Shenandoah Valley Travel Association, PO Box 488, New Market, Virginia 22044, Tel.

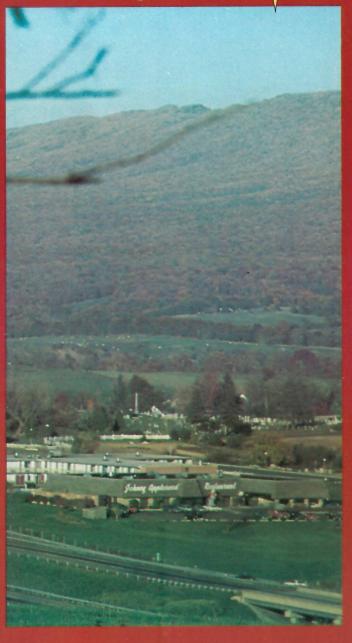
703-740-3132. The organization also operates the Valley Tourist Information Center seven days a week at Exit 67, Interstate 81, New Market ...

SVTA is a non profit private organization.

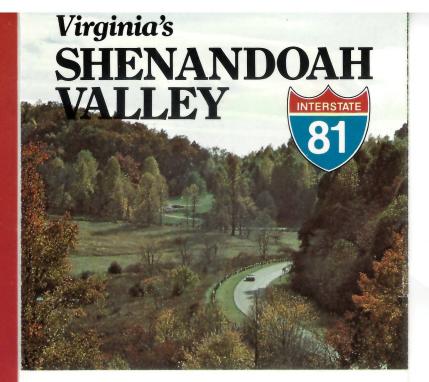


Shenandoah Valley New Market, Virginia



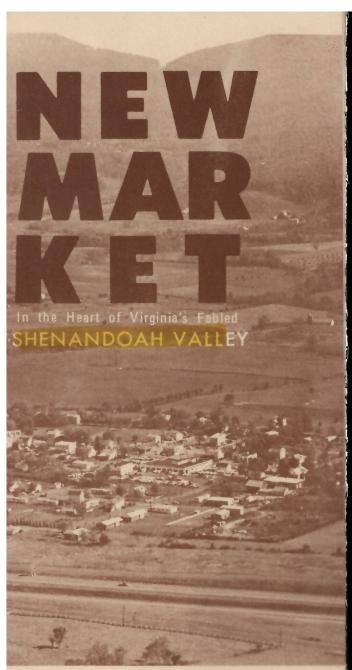


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- Scene of the Famous Civil War Battle of New Market

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Shenandoah Caverns

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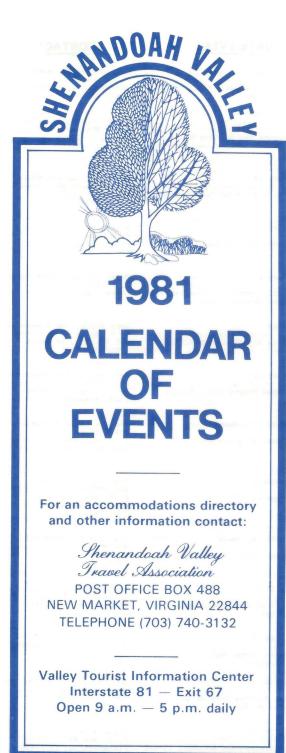
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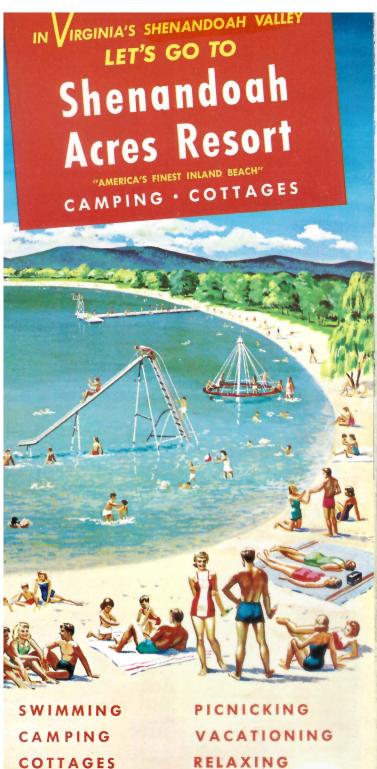
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NE

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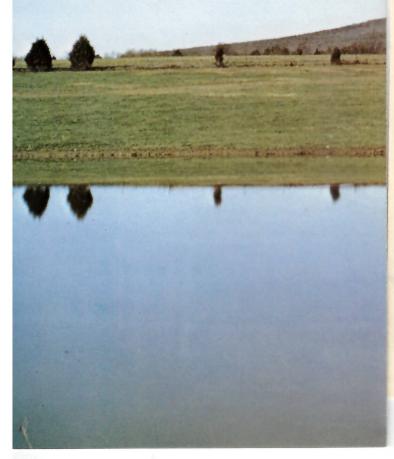
Naturally spectacular.

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LURAY

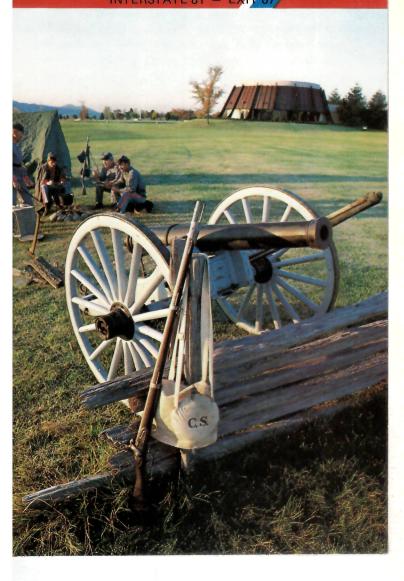
VIRGINIA

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NEW MARKET BATTLEFIELD AND HALLOF VIRGINIA'S SHENANDOAH VALLEY



JAMES RIVER RECREATION AREA

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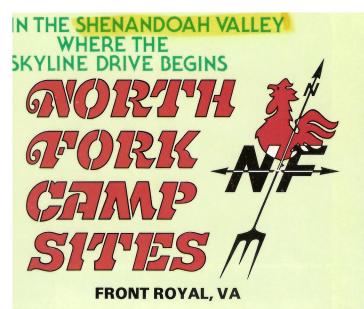


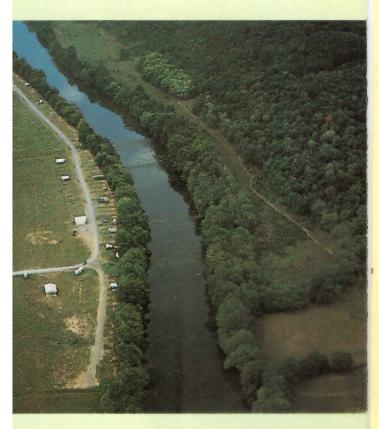
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LOCATED JUST 4 MILES FROM SCENIC NATURAL BRIDGE, THE JAMES RIVER RECREATION AREA IS A FAMILY VACATION CAMPING RESORT NESTLED IN THE BEAUTIFUL SHENANDOAH VALLEY OF VIRGINIA BETWEEN THE BLUE RIDGE MOUNTAINS AND THE JAMES RIVER, ADJACENT TO THE GEORGE WASHINGTON NATIONAL FOREST.

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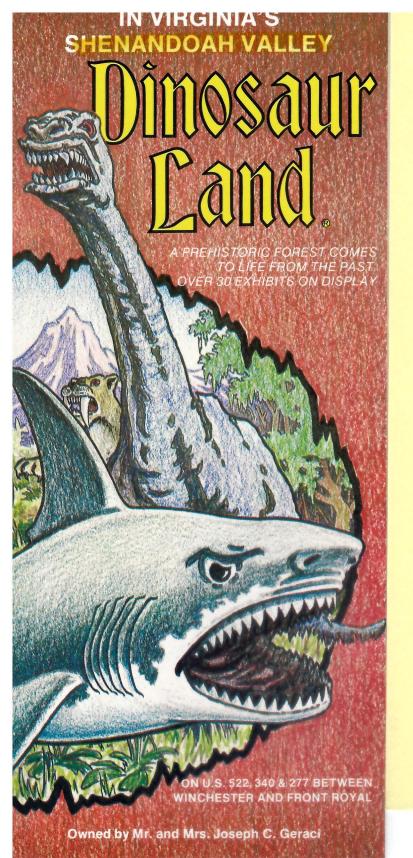


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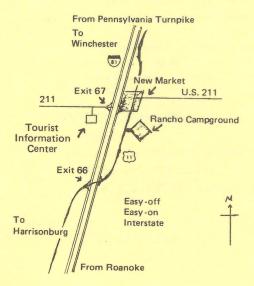
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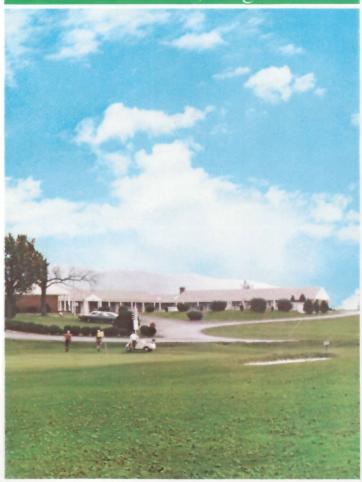
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BRYCE RESORT

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Weekday Package

Only \$72.00 per person double occupancy

2 Breakfast

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2 Dinners

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2 Days Lift

*with own equipment for above plan only \$60.00 per person.

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Only \$84.00 per person double occupancy Includes:

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*with own equipment for above plan only \$53.00 per person.

For reservation please call in advance (703) 477-2911

Happy Day Inn

I-81. Exit 69

Mt. Jackson, Virginia

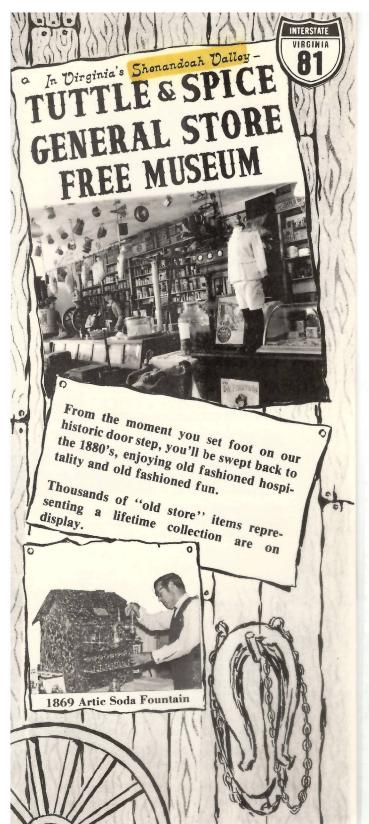
The Roanoke Valley Motel Association

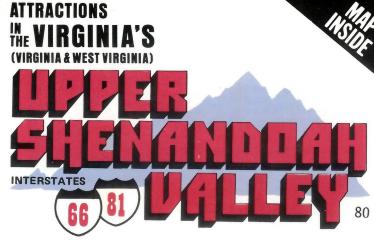
Travelers Guide for The Shenandoah Valley and Southwest Virginia

FREE MAP INSIDE

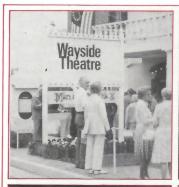


KYLENE BARKER. Miss America 1979 is from Southwest Virginia





FROM FRONT ROYAL,
WHERE THE SKYLINE DRIVE BEGINS...
TO HARPERS FERRY















Vintage Varietal Wines
produced in the
Shenandoah Valley
in the shadow of
Virginia's Blue Ridge
Mountains

Regional Parks of the **Shenandoah Valley** Cover Photo Courtesy of NPS

The Virginias'

Shenandoah Valley 1980-81 ACCOMMODATIONS, PESTAUDANTS

ACCOMMODATIONS,
RESTAURANTS
AND CAMPGROUND GUIDE



Keswick, Virginia 22947 April 20, 1981

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

Dear Sir,

This to request a public hearing to voice opposition to the proposed name of Shenandoah Valley Viticultural Area in California. This proposed change is considered a sacrilege to us residents of the true Shenandoah Valley.

It is believed that a public hearing would be the proper instrument for me and my neighbors to register their opposition to the Shenandoah Valley identity to the California Viticultural Area.

Sincerely,

Bob Osegueda 🔾

WILFRED M. LEATHERWOOD, JR.

ALEXANDRIA, VIRGINIA 22302

April 27, 1981

Chief
Regulations and Procedures Sinisin
13 ATF
PD. Boy 385
Washington, D.C. 20044
Alear Sir;

norming 's Post has where is a petition from a group of
California wine grown to pass their area designated as
Shenandorch Vally, I am strictly appeal to alterning
the group to take the mones of a valley in Virginia which
was the rejerved rown pass to east the larifornia area.
Shenandorch is long associated with Virginia in poetry, say,
and a recent prossion, and I think that the delicating
the romance of Virginia's brakey would be interesty emplois
and resort in senecessary emmercialization and emplosion
perhaps that is the altimate sine of the petitioners.

I thank you for your emisiberation of my thought
in arriving at your decision.

ljours truly, Niefred to Seatherwood, J.

Broad Run, VA 22014 April 28, 1981

Chief, Regulations and Justructions Division BATF P.O. Box 385 Washington DC 20044

Dear Sir:

This refus to Notice No. 371, The designation of a California area as "Shenandoch".

I wrze that the California group's request for the "Shenandoah" area appelation disignation be refused.

First, the name Shenandoah (and/or Shenandoah Vally) is abready a famous name for that area of Virginia and has been widely used in many areas: The movies, The sony "Shenandoah", in American and Civil Was history, as a name for airchips and for boats, in poetry, and in many works of fiction.

Second, The name is widely used in Virginian businesses—especially agricultural business and The Tourist inclustry. "Thouandoah Farms" is a lightly protected trademark for much perdents.

There is a Shenandoah Jairy. There are dozens of agricultural and tomist-related businesses whose owners trade as "Shenandoah and Shenandoah.

— or Shenandoah Vally—.

In all of these areas, The name "Shenandoah" is used solely and entirely because it has immediate and matinal favorable name recognition as designating the beautiful and productive agricultural area of

In plain words, then, The nation undustands This as a Virginia name — one which has no association whatever with California — but one which is associated with premium quality agricultural products, many sold under "Shenandosh" related trademarks rejistened and protected by The U.S. Patient laws.

Besides "Shenanclock" and "Shenandock Vally" being long established in agricultural products, and The national culture and in Feducal regulatory protection, however, There is another reason for demial. The Shenandock Vally is just such a discrete, homogeneous-in-soil-and-climate area as The law contemplated insidentifying a "district of origin" for wine purposes.

And numerous businessmen in The wine-growing business—or, like myself, planning to enter The Virginia wine-growing business—already have begun working for making wine-making the Virginia agri-bassiness growth area of the next twenty years. And land acquisitin and plantings are already underway in The Shenandock Vally for wine production purposes.

It would be unfair to allow any applicant of the Than from the "Shenandoah Vally" which all The Nation abread knows to steal that historic name, with all its "qualif product" name-recognition, and thereby deny it to Those zeroing Virginia businessmen who are now, or in the future wife come to be, deserving of That name for thingperducts.

In the city of Chicago, There is a high-prestige residential area called, since The 19Th Century, "Bevery Hills". It's clevelopers, as I understand it, took that small success and used it as a springbrand for launching The vasty-suater clevelopment of "Bevery Hills," California. In this case, it was not the chronologically-first. but the later-and-vasty-large "Bevery Hills" which achieved national name recognition.

With "Shenandoal"; however, The first use has been so widef spread Through two centuries of American popular culture (and agricultural market; practice and trade much usage) That There must be baref a handful of people in The nation who even know that There is a "Shenandoah" any where outside Virginia.

In no way should your agency countinance argence's trying to get that name - which, alongside The name "Smittfield" is the most valuable name friguenthial products that this state has - who is a resident of any other State, whatever the origin of it, local severaphic names.

Very truf gows, Harry L. Clark) Cepr. 1 28th, 1981

Sincordly Sungala

Do an Sir I do not feel that a California Grown/produced to lable as "Shenandoah Valley". This right should be reserved For Vinters From the area Geographically Known as the Shenandoah Valley.

LTC JOHN SNYDER
Annandale, VA 22003

(8)

James W. Riddleberger

Woodstock, Virginia 22664

29 april 1981

He notice his 371 Chief, Regulations & Proadures Direction BATE - Washington D.C. 20044 Dear Sir er Madam; Masmuchas there is wine production already in the Shenandoch Valley (for example Shenandoch Vinegardo at Edenburg Va). I read with laston struct the proparal from Amador Courty Cel, growers. His would, of approved, mak a mockey of any US. system for appellation controllée ? modelled on the French system. Sin cerely yours, James W. Kiddlebergen

Chief, Regulations and Procedures Division BATF
P.O. Box 385
Washington, D. C. 20044
Notice No. 371

Dear Regulators:

I can't believe that you would even consider giving the Shenandoah Valley name to some people in California!

Don't you know that:

- (a) there is a Shenandoah Valley in Virginia:
- (b) there are vineyards in the Shenandoah Valley in Virginia; and,
- (c) excellent wine is made from grapes grown in the vineyards in the Shenandoah Valley in Virginia.

I suggest that you send these people a map with the western portion of Virginia circled prominently, and a free ticket to the James Stewart movie, "Shenandoah."

Thank you for not giving away our Valley.

Sincerely,

Lulu M. Williams

Winchester, Virginia 22601

COMMITTEES;

APPROPRIATIONS

INTELLIGENCE

WASHINGTON OFFICE: 2233 RAYBURN HOUSE OFFICE BUILDING TELEPHONE: (202) 225–6561

Congress of the United States House of Representatives Washington, D.C. 20515

April 7, 1981

OFFICES IN THE 7TH DISTRICT:

112 N. CAMERON STREET (P.O. BOX 714)

WINCHESTER, VIRGINIA 22501

TELEPHONE; (703) 667-0990

100 COURT SQUARE ANNEX (P.O. BOX 136)
CHARLOTTESVILLE, VIRGINIA 22902
TELEPHONE; (804) 295-2106

SUITE 305, 904 PRINCESS ANNE STREET
(P.O. BOX 336)
FREDERICKSBURG, VIRGINIA 22401
TELEPHONE; (703) 373-0536

Mr. G. R. Dickerson, Director Bureau of Alcohol, Tobacco and Firearms 1200 Pennsylvania Avenue, N. W. Washington, D. C. 20226

Dear Mr. Dickerson:

My attention has been directed to a petition of Amador County Wine Growers Association of Plymouth, California, for the designation of a Shenandoah Valley Viticultural Area in California.

My purpose in writing, as the Representative in Congress whose district includes most of the Shenandoah Valley of Virginia, is to record the most earnest objection to this unwarranted proposed preemption of the Shenandoah Valley name, historically established as a major Virginia region, by a small California area.

The economic impact of approval of this California application would be most serious with respect to the existing and growing wine industry of the Shenandoah Valley of Virginia.

These economic considerations are set forth effectively, in my view, in a letter directed to the Bureau, under date of February 13, 1981 by Shenandoah Vineyards of Edinburg, Virginia, and in a letter addressed to the Bureau under date of March 24, 1981 by the Shenandoah Valley Travel Association of New Market, Virginia, copies of which are attached for ready reference.

With every good wish, I am

7. Kenneth Robinson

Sincerely, yours

SHENANDOAH VINEYARDS

Route No. 2, Box 208B Edinburg, Virginia 22824

(703) - 984 - 8699(201) - 635-7012

February 13, 1981

Address Reply To:

Department of the Treasury Bureau of Alcohol, Tobacco and Firearms Washington, D. C. 20226

and the state of t

Re: Amador County Wine Growers My often was approximately a Association Petition for Shenandoah Valley Viticultural Shenandyah (1986 in Gride Like 1996 Area (27 CFR, Part 9)

id the west

Gentlemen:

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g ng ngàng gu ápran gu gu go sa mha na haga na bhanan iogh These comments are filed on behalf of Shenandoah Vineyards, a partnership, and Shenandoah Vineyards, Inc. of Route 2, Box 208B, Edinburg, Virginia 22824, hereinafter referred to collectively as Shenandoah Vineyards. Both entities are owned in their entirety by James B. Randel, Jr. and Emma F. Randel.

Shenandoah Vineyards is engaged in growing and purchasing grapes, and in operating a bonded winery (VA-26), all at the above location in Shenandoah County, Virginia. និង**៦៩** ៩នាំ ទំនាញ ស សម័ន សមនិធី ២គ្នា ឈ្មោះ ស សម្រាស់

The establishment of the proposed area of California as the Shenandoah Valley appellation of origin would be misleading to consumers for which ATF labeling requirements, of course, are designed to protect or enlighten. It is submitted that the existence of a Shenandoah Valley in California is relatively unknown, at least, nationally, when compared to the original historical Shenandoah Valley. This is supported by petitioners own proffered evidence, Item A, wherein the only paragraph referring to the Shenandoah Valley in California states, in part, as follows: "Shenandoah isn't really a valley at all, just a depression between two ridges; but it was given the name by settlers from Virginia. ... " Consumers should not be confused by the use of adopted names to designate appellations of origin.

The geographic, geological and, especially, historical significance of the great Valley of Virginia and West Virginia cannot be erased from minds of the people of this country and abroad,

because there are too many people for too many generations who have identified with this Valley since the Indian tribe by that name lived there, since the original survey of the Valley by George Washington, and since important battles were fought for its control during the Civil War. Thus, there would appear to be no way Petitioner's request could be granted without exacerbating the confusion which the labeling regulations were designed to prevent.

We therefore, regretfully, are forced to object to the designation of an area in California as "Shenandoah Valley Viticultural Area".

Respectfully submitted,

SHENANDOAH VINEYARDS

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Thenandouh Valley Travel Association

POST OFFICE BOX 488

NEW MARKET, VIRGINIA 22844

TELEPHONE 703/740-3132

∽ PROMOTING TOURISM AND TRAVEL ∽

March 24, 1981

Department of Treasury
Bureau of Alcohol, Tobacco
Firearms
Washington, D. C. 20226

oli Pergerola de Carenda. A Gregoria de Antonio de Antonio.

Gentlemen:

This letter is being written in reference to a petition made by the Amador County (California) Wine Growers Association to designate a portion of California as the Shenandoah Valley appellation or origin (copy enclosed). A copy of Shenandoah Vineyard's letter to you of February 13 is also enclosed.

The Shenandoah Valley Travel Association is a non-profit, private, membership organization promoting tourism in this region. We began operations in 1924, and have well over 400 attraction, motel/hotel, restaurant, campground, and related businesses as members.

Since the purpose of your appellation of origin is to best and legitimately designate to the public where the grapes are grown, we would think there is no decision to be made.

By <u>any</u> national (or international) standard or judgment, there is <u>one</u> Shenandoah Valley, and that is located in Virginia. Please note the enclosed list of recent national press stories (tear sheets are also enclosed).

Additionally, we have enclosed 27 tourism brochures that are distributed nationally, all of which prominently mention the Valley.

We therefore respectfully urge that the petition from California not be accepted, and that the proper and legitimate area of the Shenandoah Valley, Virginia, be used to best serve the public, and avoid utter confusion in both California and Virginia.

Department of Treasury March 24, 1981 Page Two

Thank you for your assistance, and I look forward to hearing from you on this matter at your earliest convenience.

Sincerely yours,

march the Meriwether German Executive Director

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Charles and Commence

copy to:

Senator Harry F. Byrd, Jr.

Senator Harry F. Byrd, Jr.
Senator John W. Warner
Congressman J. Kenneth Robinson

Congressman M. Caldwell Butler

Mr. James Randel, Shenandoah Vineyards

Mr. Ken Deaver, Amador County Wine Growers Association

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Regulations and Procedure



OFFICE OF THE DIRECTOR

DEPARTMENT OF THE TREASURY BUREAU OF ALCOHOL, TOBACCO AND FIREARMS WASHINGTON, D.C. 20226

APR 2 9 1981

Honorable J. Kenneth Robinson House of Representatives Washington, DC 20515

Dear Mr. Robinson:

This letter is in response to your letter of April 7, 1981, concerning an inquiry made by your constituent Meriwether German, Executive Director, Shenandoah Valley Travel Association, New Market, Virginia.

Mr. German had written to this Bureau in regard to a petition filed by the Amador County (California) Wine Growers Association to designate a portion of California as an approved viticultural area called the "Shenandoah Valley." Mr. German urged us not to approve the petition because he felt that the name "Shenandoah Valley" should be reserved for use by those people located in the more famous and historically significant Shenandoah Valley of Virginia. We have responded to Mr. German's letter and have placed him on a mailing list which will ensure that he is kept informed of developments as regards the Shenandoah Valley (California) petition.

We realize this issue is very controversial but we are obligated to move forward and make a decision based on the facts presented as well as all relevant public input. In this regard, we published a notice of proposed rulemaking concerning the proposed Shenandoah Valley viticultural area in the Federal Register on April 13, 1981 (46 FR 21623). The 60-day comment period for this notice closes on June 12, 1981. notice requests all interested persons to submit written comments on this issue to the Bureau prior to the end of the comment period. The notice points out the possible consumer confusion concerning grape origin if the name "Shenandoah Valley" is used to identify this viticultural area. The notice also makes a special request for interested persons located in the Shenandoah Valley of Virginia to comment.

Con-8

Honorable J. Kenneth Robinson

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THE DIM G

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Once the comment period ends, we will analyze the comments received and decide whether we have enough information to make a final decision. If not, we will hold public hearings to get additional information before we make a final decision on this issue.

If we can be of any further assistance to you in this matter, please let us know.

Sincerely yours, พัธธภริภาสุลเมตุ โดยไป (ค.ศ. 186

(signed) Stephen E. Higgins

Deputy Director

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May 11, 1981 May 11, 1981 Chief. Regulations of Procedure Division Bereau of author, Cohace y Fine arms

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Walundan 100.

TO Reg. And Procedures Div. 6 C. William 10ster (6
SCAURAU OF AIT
MARRISON BUNG 1 VIT 2250
SUBJECT: CALI FORNIA WINE MAKES PREPLY NECESSARY DATE: 5/11/81
Deax Sir - I whole hear teally support the Effort to Stop the Amador County California
Winemakers from using the Name "Shennandonh VAIley.
The Shenwardonh Valley's Rich his torical heritage would
be made light of by putting it's NAME ON A wine bottle
from CALI forniA. And I hope very much that you will do
be made Light of by putting it's NAME ON A wine bottle from CALI forniA, And I hope very much that you will do everything possible to Stop the people in CALI forniA
from bastardizing a proved And honorable NAME.
BU Foster
FOLD

FORM RM-87

WHITE AND PINK COPIES ARE MAILED INTACT. WHITE COPY IS RETURNED WITH REPLY.

SIGNED

DATE



Shenandoah Valley Travel Association

POST OFFICE BOX 488

NEW MARKET, VIRGINIA 22844

TELEPHONE 703/740-3132

☞ PROMOTING TOURISM AND TRAVEL **☞**

May 12, 1981

Emit : 21

Mr. Richard A. Mascolo Regulations and Procedures Division Department of the Treasury Bureau of Alcohol, Tobacco and Firearms Washington, D. C. 20226

Dear Mr. Mascolo,

Thank you very much for your letter of April 22. In reference to this and also your letter to Congressman J. Kenneth Robinson of April 29, please be advised that the Shenandoah Valley Travel Association would like its correspondence of March 24, 1981 with all enclosures, including news clips and brochures, to be entered as a matter of record for the 60-day comment period.

We appreciate being kept informed on this very important issue.

Sincerely yours

Meriwether German Executive Director

MG/bps

enclosures

copy to:
Senator Harry F. Byrd, Jr.
Senator John W. Warner
Congressman J. Kenneth Robinson
Congressman M. Caldwell Butler
Mr. G. R. Dickenson, Director, BATF
Mr. Stephen E. Higgins, Deputy Director, BATF





Seventh District Rep. J. Renneth Rebinson is fighting California wine producers' efforts to use the name "Shencudosh Valley" for their products.

Bobinson said the effort "represents an orientating ploy by some grape growers in an obscure area of California to ordina the Liniaric 'Shenandoah' Villey name for exclusive use on the c wine buttle labels and in their advertis-

The Shonandoch Valley Travel Association and representatives of the Valley's advantages are nighting the California winemakers, who are seeking to der grate an area of that cease a way for County as the "Dhenandoah Valley Viccultural Area."

Devinces said the U.S. Treasury Department's Purecu of Alcohol, Tobacco and Tirecrims has admitted that the proposal is "highly controversial and could recult in consumer confusion concerning grave and wine origin." He added that a public hearing may be held "due to the incremess of a number of Virginians about

The congressmen said he is "at a loss to explain" the Californians' effort and noted that they "surely must have a wealth of their own historic names to use without trying to pre-empt one of the presidest, most treasured names in

State residents interested in the issue but a until June 12 to file written opinions, Robinson added. Comments may be sent to chief, Regulations and Procedures Division, Bureau of Alcohol, Tobacco and Firesems, P.O. Box 365, Washington, D.C. 20044, Attention: Notice No. 371.

o Della Bella Call Calle Callierale vir more are tyring to a collid a compa of Virginia is in socio Secondo de Valley, a le collingiale congressman clarged persenat. Rop. 3. Santon de Polingen, P. Calley, and also Amador

County, Called the arked that the Private give summer. istically of the igus dag tarsa na lije di salahari Yalley

As a second content of the property of the content of the single of the single of the content of

The request for use of the serve was mode to it e Treasury Department's Eureeu of Alexani, Tobacco and Finnances. Protests must be filed with the appropring June 16, Bellingon

He note bureau officials cancede that the proposal is highly Controversial and its approval could confuse consumers.

"In fact, the BATH they be forend to hold a public hereing an the lattic later on, one to the factors a of a torsbur of Virginians about this matter," Robinson said.

∽ PROMOTING TOURISM AND TRAVEL ∽

March 24, 1981

Department of Treasury
Bureau of Alcohol, Tobacco
& Firearms
Washington, D. C. 20226

Gentlemen:

This letter is being written in reference to a petition made by the Amador County (California) Wine Growers Association to designate a portion of California as the Shenandoah Valley appellation or origin (copy enclosed). A copy of Shenandoah Vineyard's letter to you of February 13 is also enclosed.

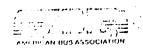
The Shenandoah Valley Travel Association is a non-profit, private, membership organization promoting tourism in this region. We began operations in 1924, and have well over 400 attraction, motel/hotel, restaurant, campground, and related businesses as members.

Since the purpose of your appellation of origin is to best and legitimately designate to the public where the grapes are grown, we would think there is no decision to be made.

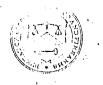
By <u>any</u> national (or international) standard or judgment, there is <u>one</u> Shenandoah Valley, and that is located in Virginia. Please note the enclosed list of recent national press stories (tear sheets are also enclosed).

Additionally, we have enclosed 27 tourism brochures that are distributed nationally, all of which prominently mention the Valley.

We therefore respectfully urge that the petition from California not be accepted, and that the proper and legitimate area of the Shenandoah Valley, Virginia, be used to best serve the public, and avoid utter confusion in both California and Virginia.







DEPARTMENT OF THE TREASURY BUREAU OF ALCOHOL, TODACCO AND FIREARMS WASHINGTON, D.C. 20226

23 APR 1991

R:R:R:EJF 5120

Mr. Meriwether German
Executive Director
Shenandoah Valley Travel Association
Post Office Box 488
New Market, Virginia 22844

Dear Mr. German:

Thank you for your comment concerning the petition for establishment of an American viticultural area called Shenandoah Valley.

Any interested person may, in accordance with 27 CFR 4.25a(e)(2), petition ATF for the establishment of a viticultural area. The approval of a viticultural area is a sensitive, often controversial, and protracted process.

A notice of proposed rulemaking concerning the Shenandoah Valley viticultural area petition that was filed by the Amador County (California) Wine Growers Association was published in the Federal Register on April 13, 1981. The 60-day comment period for this notice will end on June 12, 1981. At that time, the Bureau will analyze the comments received and decide on a future course of action.

You will be placed on the ATF mailing list and will be sent a copy of the notice concerning the Shenandoah Valley viticultural area petition as soon as it becomes available. Your comment dated March 24, 1981, will be made a part of the official record concerning Bureau action on this petition. If you wish to furnish additional comments on this matter, please ensure that



DEPARTMENT OF THE TREASURY
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
WASHINGTON, D.C. 20226

APR 2 9 1981

Honorable J. Kenneth Robinson

House of Representatives.

Dear Mr. Robinson:

Washington, DC

This letter is in response to your letter of April 7, 1981, concerning an inquiry made by your constituent Meriwether German, Executive Director, Shenandoah Valley Travel Association, New Market, Virginia.

Mr. German had written to this Bureau in regard to a petition filed by the Amador County (California) Wine Growers Association to designate a portion of California as an approved viticultural area called the "Shenandoah Valley." Mr. German urged us not to approve the petition because he felt that the name "Shenandoah Valley" should be reserved for use by those people located in the more famous and historically significant Shenandoah Valley of Virginia. We have responded to Mr. German's letter and have placed him on a mailing list which will ensure that he is kept informed of developments as regards the Shenandoah Valley (California) petition.

We realize this issue is very controversial but we are obligated to move forward and make a decision based on the facts presented as well as all relevant public input. In this regard, we published a notice of proposed rulemaking concerning the proposed Shenandoah Valley viticultural area in the Federal Register on April 13, 1981 (46 FR 21623). The 60-day comment period for this notice closes on June 12, 1981. notice requests all interested persons to submit written comments on this issue to the Bureau prior to the end of the comment period. The notice points out the possible consumer confusion concerning grape origin if the name "Shenandoah Valley" is used to identify this viticultural area. The notice also makes a special request for interested persons located in the Shenandoah Valley of Virginia to comment.

Mrs. Linda Morrison VIRGINIA

May 12, 1981 Chief, Regulations

Division

Bureau of Alcohol, Jobacco and Firearms,

P. O. 1204 385, Washington, MC. California Wine producers efforts to use the name, Shenandoah Valley to use the products. If they get by with stealing the historic and lieauliful Thenandoah Valley name for exclusive rese on their wine battle labels and in their adultising, what next? Californians, serrely have some beautiful and historic places, they could use, without trying to pre-empt one of the most treasured and well-known names in Verginia, Would appreciate very much, your doing richat is necessary to keep Californians from using the hear Californians from using the name 'Shenandoch Valley" for their products. Sincerely) Larene neff NEFF It. S. Mell Dayton, VA 22821 Howard C. Meff

(16)

May 11, 1981

Bureau of Alcohol, Tobacco, and Firearms Regulations & Procedures Division Washington, D. C. 20044

RE: Notice No. 371

Dear Sirs:

It has come to my attention through local newspaper accounts that a group of California wine producers is attempting to use the name "Shenandoah Valley" exclusively on their wine products.

I am sure you are aware that the Shenandoah Valley which is famous the world over is <u>not</u> in California. This attempt to swipe the name of our beautiful valley and slap it on bottles of wine which were not vinted in The Shenandoah Valley is not only confusing to the public in general, it is downright criminal.

I am also sure you are aware that there is a budding wine industry here in the Valley already, and they make some pretty good wine. To take the name of the True Shenandoah Valley away from these vinters who have worked so hard to establish a name for themselves and give it to a group of counterfeiters who have probably never set foot in the Shenandoah Valley, let alone grown a grape here, is dishonest, misleading, injurious to many people who make a livlihood vinting quality wines here, and is abhorrent to me personally.

I would like to make point concerning my stand on this matter. I am merely a resident of the Shenandoah Valley and proud of it. I am in no way related to the wine producing industry in this area. But the thought of viewing rows of "Shenandoah Valley" wines in the supermarket, knowing they came from California, makes my blood boil. It is a true insult to my home, and is simply unacceptable on any terms.

If you have never visited our valley, please do so. A Sunday afternoon drive down the Skyline Drive is truly a fabulous experience. We are proud people here, and for very good reason. And we do not live in California. The name of the Shenandoah Valley is one of the proudest, most treasured names in Virginia, and we will not tolerate the prostitution of our Valley for the sake of selling a few bottles of wine.

I am confident that you will make the proper decision concerning this matter and deny the California producers' request. You obviously could not in good faith reach any other.

Most sincerely / Referrite
Samuel P. Fletcher III

Harrisonburg, VA 22801





Business (703) 955-3300 Music & Contest (703) 955-3150

STEREO 105.5 FM

May 14, 1981

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

To Whom It May Concern:

RE: Notice # 371

I am opposed to the effort of California growers to be able to use the name Shenandoah or Shenandoah Valley in the advertising and promotion of their products.

There is only one Shenandoah Valley, and it is in Virginia. It was here before California was even discovered! To allow a company other than one in the Virginia valley to use the name Shenandoah is unjust.

The Virginia area is known across the nation and around the world for its beauty, its products and its Apple Blossom Festival which attracted 300,000 persons to Winchester this year.

With best regards, WW00-Music 105 Radio

Gary Kirtley, Station Manager



"We Belong Together"

Washington, D.C. 20009 May 15, 1981

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

Re: Notice No. 371

I would like to express my extreme opposition to the BATF designating an area of Amador County, California, or anywhere else as the "Sherandoale Valley" viticultural avea. I am a native of Virginia, own property in the Shenandoah Valley of Virginia and Support the very young but growing wine industry of the Shenandoale Valley of Virginia. The designation of any product from any area other than the original Shenondoak Valley of Virginia as "Thenandoale Valley" would be confusing and misheading to the consuming public. I urge you to deny the request from the vintners of Amador Country, California.

Sincerely, Corol O'Neale Culuan





May 15, 1981

Chief, Regulations and Procedures Division BATF P.O. Box 385 Washington, D.C. 20044

Re: Notice No. 371

Vitacultural Area Designations

Sir:

Please be advised that I am completely opposed to approval of the name "Shenandoah Valley" for the contemplated vitacultural area located in Amador County, California.

Aside from the fact that Virginia's Shenandoah Valley was long established prior to the one in California, public recognition of the name (on a national basis) would identify the wine as being from Virginia and not California. Additionally, approval of the California area would effectively condone the "theft" of the heritage associated with our valley which has provided such splendor over so many decades.

I am confident that the federal government will not allow one state to violate the rights of another and will decline to allow California to utilize our name.

Sincerely,

Kirk A. Hornbeck

President

KAH/me



thear Sir:
Please vote against California's aime
producer's using the mame "Shenandsaw Valley"
for their product. Same the name for people
who live here in the Shenandsaw Valley.

Raedine R. Gardine Fierre B. Gardist

Front Royal, Va. 22630





COMMONWEALTH of VIRGINIA

John N. Dalton Governor Office of the Governor Richmond 23219

May 18, 1981

Mr. Thomas George Chief of Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Post Office Box 385 Washington, D. C. 20044

Dear Mr. George:

On behalf of Virginia's industry of agriculture, her consumers and emerging wine industry, I want to express our concern for, and opposition to the recent petition by the Amador County Wine Growers Association of Plymouth, California, for approval of the establishment of a "Shenandoah Valley" viticultural area in that state.

I strenuously object to this petition which is an exploitation of a geographical designation that has been historically and traditionally associated with the Commonwealth of Virginia for over three centuries. In their attempt to preempt the Shenandoah Valley name for their use, the petitioners state in their application, in part, "Shenandoah isn't really a valley at all, just a depression between two ridges".

On the contrary, the Shenandoah Valley of Virginia is much more than that, not only to native Virginians, but to the rest of the world. It is a birth-place of presidents, inventors, and war heroes. It is one of America's natural wonders with its panoramic beauty. It has been the inspiration for folklore, films, and literature. Its spectacular scenery annually attracts tourists by the thousands.

It is a revered repository of Civil War history and legend, and is the hub of much of Virginia's agricultural industry with many vineyards, apple orchards, poultry processing, meat packing and dairy operations. Finally, it is a focal point for Virginia's emerging wine industry. In essence, it is "The Valley", a place of cherished traditions that live in the minds and hearts of people all over the world, as well as Virginians.

Mr. Thomas George Page Two May 18, 1981

We recognize that Virginia's wine industry has not yet reached the same level of development as California's. However, we also recognize and sincerely hope that everyone else realizes that there is no comparison between the 2.4 million acres in the Shenandoah Valley of Virginia and the 20,000 acre "depression between two ridges" in Amador County.

We do not use California names on Virginia wines and believe that California should not be permitted to expropriate a name that is distinctly Virginia's for use in selling wine. I have attached some information which emphasizes the significance of the Shenandoah Valley and its name to the State of Virginia.

It is our understanding that the BATF labeling regulations are intended to alleviate, not exacerbate, consumer confusion over the origin of a particular wine. The Amador County petition would most certainly achieve the latter, as well as have a profoundly adverse effect on Virginia's wine industry. In addition, many other Virginia industries and business enterprises which are connected to the words "Shenandoah Valley" would be adversely affected.

Although California and Virginia are several thousand miles apart in geography and ideology, we do believe an equitable solution can be found to this problem. There can be no doubt that the Shenandoah Valley belongs to the Commonwealth of Virginia, and the use of the designation Shenandoah Valley as a viticultural area should be reserved for use in Virginia.

The Amador County petition, if approved, would prevent Virginians from using the Shenandoah Valley name to promote our own viticultural area now or in the future. Therefore, we respectfully request that the subject petition be denied and that the designation Shenandoah Valley be reserved for designating a viticultural area in perpetuity for the Commonwealth of Virginia.

With all good wishes, I am

Very truly yours,

John N. Dalton

JND/jhw Enclosure

cc: Mr. G. R. Dickerson, Director

Bureau of Alcohol, Tobacco and Firearms

INFORMATION ON THE SIGNIFICANCE OF THE SHENANDOAH VALLEY OF VIRGINIA: HISTORY, VITICULTURE, GEOGRAPHY AND TOURIST ATTRACTIONS

BRIEF HISTORY

The Shenandoah Valley of Virginia, named "Daughter of the Stars," by the Indians, was first seen by a white man, John Lederer, a German fur trapper, in 1669.1

Impetus to settle the Valley was provided by Governor Alexander Spotswood's expedition of 1716. By the early 1730's the Valley was being populated by Scotch-Irish settlers from Pennsylvania, German Lutherans and English immigrants from the Tidewater area.

In 1748, George Washington surveyed the Valley, describing it as "rich and fertile all ye way." His surveyor's office still stands in Winchester. He also laid the foundation for the Valley's thriving apple industry by requiring each of his tenant farmers to plant at least four acres of apple trees.

In 1774, Thomas Jefferson purchased Natural Bridge, now one of "the seven wonders of the world," from King George III for "20 shillings of good and lawful money."

The verdant Valley served as "the granary of the Confederacy" during the War Between the States. It was the site of General Stonewall Jackson's famous Valley Campaign of 1862. Jackson's exploits are immortalized in the Hall of Valor at the New Market Battlefield Park, New Market, Virginia. He is buried in Lexington Cemetery, not far from his restored home. General Robert E. Lee is buried at the Lee Chapel of Washington and Lee University in Lexington, Virginia.

The Shenandoah Valley is often referred to as the Valley of the Giants. Besides George Washington, it has touched the lives of three other Presidents -- Woodrow Wilson was born in Staunton; Abraham Lincoln's father was born near Harrisonburg; and Sam Houston, President of the Republic of Texas, was born near

The Shenandoah-Daughter of the Stars, Julia Davis, Farrar and Rhinehart, Inc., 1945, p. 29.

Lexington. Admiral Robert F. Byrd was also a Valley native, as was General George C. Marshall, World War II military leader, architect of the Marshall Plan, and Secretary of State. Cyrus McCormick invented his reaper in the Shenandoah Valley, as did James Gibbs the sewing machine.

It should be noted that the National Geographic Society has published 15 different issues of its magazine from 1926-1970 in which Virginia's Shenandoah Valley is mentioned or featured. On the other hand, California's Shenandoah Valley has never been mentioned in this publication.

VITICULTURAL

When Governor Spotswood's expedition reached the Valley in 1716, they feasted there on wild deer, turkey, cucumbers, currants and grapes. 2

In 1704-5, Louis Michel, a Swiss explorer, traveled through the Valley and petitioned Queen Anne for land grants for 400-500 settlers to produce minerals, hemp, flax, wine and salt.

In 1730, Jacob Stover, a Swiss farmer from Pennsylvania, led a three-month exploration of the Valley to study soil and topography. He was specifically interested in planting the mountain slopes in vineyards.⁴

Commercial grape growing was established in the Valley as early as 1869 according to maps from the USDA Agriculture Yearbook of 1925. 5

Also, according to the $\underline{1880}$ USDA Grape Culture and Wine Production Survey, 190 acres of grapes were grown for winemaking in Warren County in the Valley. These grapes produced an average of 23,465 gallons of wine each year. 6

² Ibid., p. 29.

Commercialism and Frontier, Perspectives on the Early Shenandoah Valley, Robert D. Mitchell, University Press of Virginia, Charlottesville, Virginia, 1977, p. 25.

⁴ _Ibid., p. 26.

Ibid., pp. 277-281

⁶Source: Lucie T. Morton, viticultural writer and consultant.

This production information predates viticulture in the California Shenandoah Valley, which was not documented until 1881 by J. D. Mason in his "History of Amador County," as noted in the Amador County petition to BATF. ⁷

Today the Virginia Shenandoah Valley is the site of three commercial farm wineries:

Shenandoah Vineyards James and Emma Randel 208-B, Route 2 Edinburg, VA 22824

The Vineyard Robert Viehman Route 5, Box 486-Y Winchester, VA 22601

Tri-Mountain Winery and Vineyard J. C. Geraci Box 245 Middletown, VA 22645

with two others nearby:

MJC Vineyards (Montgomery County) Dr. Karl T. Hereford Route 1, Box 293 Blackstone, VA 24060

Woolwine Winery (Floyd County) William Morrisette Box 100 Woolwine, VA 24185

The Valley is also the site of several commercial vineyards:

Guilford Farm Vineyard John Gerba Route 2, Box 51 Stanley, VA 22851

Hilscher Estate Vineyard Carl and Merle Hilscher RFD 3, Box 274 Luray, VA 22835

Wenger Grape Farms David Wenger Route 4, Box 237 Waynesboro, VA 22980

⁷Federal Register, Vol. 46, No. 70, April 13, 1981.

Whithaven Vineyards L. R. Whithaven Route 1, Box 362 Middletown, VA 22645

GEOGRAPHICAL NOTES

The Shenandoah Valley extends approximately 200 miles from Harper's Ferry on the Potomac in the north to Roanoke in the south. It lies between the Blue Ridge Mountains on the east and the Alleghenies on the west, and embraces 10 counties: Berkeley and Jefferson in West Virginia and Frederick, Clarke, Shenandoah, Warren, Rockingham, Page, Augusta and Rockbridge in Virginia. Of the 26 million acres of land in Virginia, the Shenandoah Valley occupies about 2.4 million acres, or about one-twelfth of the state.

In Virginia, there is also the town of Shenandoah, the county of Shenandoah, the Shenandoah River, the Shenandoah Mountain, the Shenandoah Caverns, and the Shenandoah National Park. Many Valley businesses use the name, such as Shenandoah Meat Packers, Shenandoah Magazine and, of course, Shenandoah Vineyards. In the Winchester area alone there are 38 businesses listed which use the Shenandoah name or derivative thereof. Such widespread usage is not found in Amador County, California.

POINTS OF INTEREST IN THE VALLEY

The Luray, Grand, Dixie, Skyline and Shenandoah Caverns offer unique and beautiful sights of nature's handiwork. The Luray Caverns are considered the largest and most popular in the United States.

The Skyline Drive and Blue Ridge Parkway meander along the crest of the Blue Ridge and offer breathtaking vistas. These drives are especially popular in the fall when thousands of people gather to see the foliage.

Shenandoah National Park comprises 212,304 acres of forests with cascading waterfalls, wildflowers, hiking trails, campgrounds and over 200 species of birds and 50 species of animals.

Natural Bridge in Rockbridge County is one of the seven natural wonders of the world.

Natural Chimneys in Augusta County is site of the nation's oldest continuously held sporting event, the annual jousting tournament (first held in 1821).

Woodrow Wilson's birthplace, a Presbyterian manse, stands in Staunton complete with his 1919 Pierce-Arrow presidential limousine.

Famous resorts such as the Homestead, which is known for its recreation and hospitality, are located throughout the Valley.

Festivals held annually in the Valley include the Winchester Apple Blossom

Festival in the "Apple Capital of the World;" the Virginia Poultry Festival in

Harrisonburg; the Shenandoah Apple Harvest and Crafts Festival; and the Shenandoah

Music Festival at Orkney Springs.

Museums and theatres include Middletown's Wayside Theatre, the Henry Street Playhouse in Lexington, the summer Passion Play at Strasburg, and the Roanoke Transportation Museum with its collection of steam and diesel locomotives.

Seven colleges are located in the Valley. These include Virginia Military Institute and Washington and Lee University in Lexington; James Madison University and the Eastern Mennonite College in Harrisonburg; Mary Baldwin College in Staunton; Bridgewater College in Bridgewater; and the Shenandoah College and Conservatory of Music in Winchester.

Some of the other Valley points of interest include the National Trust's 1787 Belle Grove at Middletown; Abram's Delight in Winchester; the Tuttle and Spice General Store near Mount Jackson, and Gristmill Square at Warm Springs.

Chief Regulations of Procedures Division Bulsan Alcehol, to BACCO of FIREARMS 1.0 fox 385. Wash, D.C. 20044

MAy 12, 1981

DEAL SIRS!

WE, Longtime or hitetime Residents OF Yhr BEAUTIFUL Shenandoah VALLEY OF VIRGINIA, have Something to Say to 4hr CALIFORNIA UTNINERS who wish to use the NAME Shenandoah VALLEY ON their Product.

We dispute your Right to were the NAME: OUR UAHley IS A Legend, IT IS history Rich IN GREAT NAMES.

OUR UAHley IS CONSECRATED BY the Blood OF BRANK MEN.

Blue And GRAY died IN OUR VAHLEY FOR their Country

And the Soil IS NOW SACRED to North And South Alike.

heads WE Still Find IN the Rich EARLY, who's ARROWheads WE Still Find IN the Rich EARLY, GAVE OUR VAlley the NAME ShenAndoAh, which MEANS DAUGHTER OF the Stars!

IN 1707 FRENCHMAN LOVIS Michaelle Cocumented

H CRUDE Map OF the Region through the gap At Harpes
FERRY. IN 1716, the Exploration, headed By Gover Nor
Spotswood Lary Formal Claim to the Valley And Provid
the Mountains were Accessible. IN 1730 the First
White Settlement was Recorded.

Surely, your VAMEY CANNOT MATCH. The Rich history of our VAMEY. The CONSUMER das NOT NEED The CONFUSION YOUR PLAN WOULD CAUSE.

(MRS) Hagi & Nolson

Shrinandoah Not to BE USED ON CATIFORNIA WINE VAILEY & LABELS. Harst M. Notgan Han Mester Dorothy B. Wiley M.E. Willel Charles M. Bula Gr. Constans Nethers Kathryn Dyer Joyce Bronson velyn R. W Keneth O'Day Keneth O'Day Lang Fasher Junie Glor Earl M Colin Carol B. Place Marle on Ongo Roge Spranthwarte al Braithwart Malwhen & Bayleis Joseph Al Helkley Mrs. Malcolm J. Bayless Sotty L. Helsler Edward of amor Rich Cooker Jane Shifflet Shelva Bishop Robert Viehman Franklin Madigan Almy Christian

Jouane a banchot scupio parisitie ballys. Dam boing all Dean to have BATT abolished. Forget Shenandoah Valley for California, It is between the blue Ridge and the alleghengs. Descriptions alleghengs. Descriptions

May 12; 1987 Clear Chief, Reg. J. Kenneth Robinson has asked the residents of Va. to Complain about Notice 371. Concerning the Winemakers of Californie. I would like to know what winemakers are in involved. Mrs. Edith Danison Port Republic, Va. 5/19/81 called and chrisied Info she needed. Sent First 3 Pages of Petition, Copy of map showing valler Name and cost of Norree #371 103-





NEW MARKET BATTLEFIELD PARK

P. O. BOX 1864 • NEW MARKET, VIRGINIA 22844 • TEL. 703/740-3101
ADMINISTERED BY VIRGINIA MILITARY INSTITUTE

12 May 1981

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

Attention: Notice No. 371

Dear Sir:

The travel interests of the Shenandoah Valley have been working for years to create a public identity and image for this region among the people of the nation and beyond.

It can only cause needless confusion in the public's mind and do damage to this area for a portion of California's Amador County to be designated as the "Shenandoah Valley Viticultural Area." The application for such is incredible on the face of it.

Sincerely,

James J. Geary

Director

JJG/bbm



So Whom it May Concern:

It is my feeling that "Shenandrah Valley" should not be used in the Maming of a Colifornia wire.

Sive been a Colifornia citizen for the Gost 14 years, but being born and raised in the Shenandrah Lalley, I have a great love for "The Valley" and feel if would be inapprepriate to use the name for a Colifornia Wine.

Thank you. Bushon Finnsey Folsom, Calif. To Whom It May Concur! (27)

I wish to expuss my opposition

to the use of "Shewadoah Valley"

in any reference to a California

Vine. It would be a grave

injustice to Shewardoah Winnies

2nd Should not be purithed.

Mis Danial P. Kanks Vice Market, Va.

May 18, 1981 Doar Sirs: In considering the Proposal to mane were after the area from which it is theorested & would reccommad that the California frim be denied its application to have their wine be called 11 Shenandoah Valley" as a long vine resident of Virginia and the East there is really only one Shonandoah Valley"
Thank you.
Thank you.

Rodon, VA 22091





CITY OF HARRISONBURG

COMMONWEALTH OF VIRGINIA

House of Delegates

RICHMOND May 19, 1981

COMMITTEE ASSIGNMENTS:
PRIVILEGES AND ELECTIONS
COURTS OF JUSTICE
COUNTIES, CITIES AND TOWNS
CLAIMS

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

Attention: Notice No. 371

Sirs:

I am writing regarding the petition of the Amador County Wine Growers Association (California) with your department to designate an area of California as the Shenandoah Valley Viticultural Area. As I understand it, if this request be granted, it would, in effect, prohibit the Shenandoah Valley disignation from being used by present and future vineyards in the real Shenandoah Valley located here in Virginia.

It seems incredible to me that an area of California would desire to usurp the name of this great valley to use for their product when the Shenandoah Valley is commonly known as an outstanding area of Virginia, the south, and the nation. To grant the request of the petitioners, would set a precedent which I believe would be very dangerous.

I urge you to reject the request of the Amador County Wine Growers Association and to leave in tact the Shenandoah Valley name for its proper usage as to products and matters relating to the Shenandoah Valley of Virginia.

Sincerely

CM:mw

Front Royal, VA 22630 May 18, 1981

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

Attention: Notice No. 371

Dear Chief:

I oppose the granting of the use of the name Shenandoah Valley for wine lables and advertizing by the Shenandoah Valley of California. This name ought to be reserved for the use of the vinters of the Shenandoah Valley of Virginia, the true valley, and not for a small valley named in its honor, since the Shenandoah Valley of Virginia is now in the process of rebuilding its wine industry. In the 1860's the Belmont Vineyards of Warren County were shipping 30,000 gallons of grape wine a year plus 10,000 gallons of brandy. Since the Shenandoah Valley of Virginia is suited for this industry and has the economic need for this agricultural use of the land, the future use of the valley name should not be denied its residents by a bureau made ruling in favor of an also-named valley.

Sincerely

Thomas J. Christoffel

Mrs. William D. Cockrell , Waynesboro, Virginia 22980

17 May 1981

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

Attention: Notice No. 371

Dear Sir:

As a Yankee resident of the Shenendoah Valley for the last 25 years, I wish to seriously protest any use of the name Shenendoah Valley on wines made in California -- most especially an official designation.

If the original Shenendoah Valley did not have any wine makers, there could be no objection, but we do have an infant wine industry here, and more vineyards planted that are not yet producing wines.

Secondly, as a seller of wines, I dread the confusion which would result from a designation which most of the country (except California) expects to be Virginian. I spend part of each year in New York State and have already found people confused about wines from the California Shenendoah Valley, because that name is already appearing on the descriptive part of some of their labels.

Our Virginia wines are different from the California wines, because we are using primarily American hybrid grapes rather than the vinifera. However, both areas are now planting the other's grape varieties, so in a few years there will be even more areas of confusion if the primary name confusion is allowed to exist.

Please give this matter very serious consideration before you give away our name to a second-generation Shenendoah Valley, probably named because some pioneers were homesick for Virginia.

Very truly yours,

1= Cischette Coulnell

Elisabeth C. Cockrell (Mrs. William D. Cockrell)

Sales Staff
The Purple Foot Wine & Cheese Shop
Waynesboro, Va.

THREE TELEVISION STATIONS AS LISTED ON PAGE 2 OF PRESS

RELEASE SHENANDOAH VALLEY TRAVEL ASSOCIATION P. O. BOX 488 NEW MARKET, VIRGINIA 22844 (703) 740-3132

Date Mailed: May 18, 1981

NOTE: A situation has recently developed with the name
Shenandoah Valley which we think merits the attention
and prompt action of your listeners.

FOR IMMEDIATE RELEASE:

NEW MARKET, VA - The Amador County Wine Growers Association (in California) has petitioned the Federal Bureau of Alcohol, Tobacco, and Firearms (BATF) to designate an area of that state as the Shenandoah Valley Viticultural Area. This would in effect prohibit that designation from being used by present and future vineyards here in the Valley, would cause huge public confusion, and is a ludicrous, transparent attempt to steal the famous name.

Congressman J. Kenneth Robinson (after being informed by the Shenandoah Valley Travel Association) has picked up the ball, and has brought national attention to the matter.

BATF has a written comment period (until June 12, 1981) for people to give their opinions on the matter.

Accordingly, SVTA <u>urges you</u> to write the agency at the following address to register your feelings (if possible, please also send SVTA a copy):

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P. O. Box 385 Washington, D. C. 20044. Attn: Notice No. 371

#

FOR FURTHER INFORMATION CONTACT:

Mr. Meriwether German Executive Director

Thenandoah Valley Travel Association

POST OFFICE BOX 488

NEW MARKET, VIRGINIA 22844

TELEPHONE 703/740-3132

PROMOTING TOURISM AND TRAVEL .

May 18, 1981

Sent to Richmond Times Dispatch, News Leader, Washington Post, Star, C'ville Daily Progress, & to 10 Valley Newspapers

ATTN: Letters to the Editor

A situation has recently developed with the name Shenandoah Valley which we think merits your attention and prompt action of your readers.

The Amador County Wine Growers Association (California) has petitioned the Federal Bureau of Alcohol, Tobacco, and Firearms (BATF) to designate an area of that state as the Shenandoah Valley Viticultural Area. This would in effect prohibit that designation from being used by present and future vineyards here in the Valley, would cause huge public confusion, and is a ludicrous, transparent attempt to steal the famous name.

Congressman J. Kenneth Robinson (after being informed by the Shenandoah Valley Travel Association) has picked up the ball, and has brought national attention to the matter.

BATF has a written comment period (until June 12, 1981) for people to give their opinions on the matter.

Accordingly, we urge you to write the agency at the following address to register your feelings (if possible, also send SVTA a copy):

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P. 0. Box 385
Washington, D. C. 20044. Attn: Notice No. 371

Thanks very much, and please get in touch if you have any questions.

Sincerely yours,

Meriwether German Executive Director

MG/bps

LRICAN BUS ASSOCIATION

TOURIST INFORMATION CENTER — INTERSTATE 81, EXIT 67



I Shenandoah Valley Travel Association

POST OFFICE BOX 488

NEW MARKET, VIRGINIA 22844

TELEPHONE 703/740-3132

PROMOTING TOURISM AND TRAVEL .

May 18, 1981

MEMORANDUM

TO: SVTA Members/Other Interested Parties

FROM: Meriwether German, Executive Director

SUBJECT: Highway Robbery by California Wine Growers

A subject has recently developed with the name Shenandoah Valley which we think merits your attention and prompt action.

The Amador County Wine Growers Association (California) has petitioned the Federal Bureau of Alcohol, Tobacco, and Firearms (BATF) to designate an area of that state as the Shenandoah Valley Viticultural Area. This would in effect prohibit that designation from being used by present and future vineyards in the Valley, would cause huge public confusion, and is a ludicrous, transparent attempt to steal the famous name.

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Thank you very much, and please get in touch if you have any questions.





MEMORANDUM OF MAY 18, 1981 SENT TO:

ALL VALLEY CHAMBERS OF COMMERCE: (Members)

Bath County Edinburg

Front Royal-Warren County Greater Alleghany Highlands Harrisonburg-Rockingham

Luray Chamber

Martinsburg-Berkeley County

Natural Bridge-Glasgow

Mt. Jackson New Market

Roanoke Valley

Strasburg

Waynesboro-East Augusta Winchester-Frederick County

Woodstock

ALL VALLEY MEMBER COUNTY ADMINISTRATORS AND CITY MANAGERS:

> County of Augusta County of Bath Town of Edinburg

County of Frederick (not a member)

City of Harrisonburg City of Lexington Town of Luray Town of Mt. Jackson

Town of New Market (Jesse Sellers)

County of Page (not a member) City of Roanoke

County of Rockbridge County of Rockingham County of Shenandoah City of Winchester Town of Woodstock

ALL VALLEY LEGISLATORS

THE FOLLOWING U. S. CONGRESSMAN:

Thomas Bliley, Jr.

Dan Daniel

Robert W. Daniel, Jr. Stanford E. Parris Paul S. Trible, Jr. Wm. C. Wampler

Wm. G. Whitehurst

Frank R. Wolf

SVTA EXECUTIVE COMMITTEE, WARREN TEATES, HOLT MALONEY

Fred Walker Murdaugh/Bartges Governor Dalton Charles Robb Coleman Robert Jacobsen

Dan Brown Gary Everhardt Bobbi Bierlein Margie Alcarese Pete Goss Betty McLemore

Jo Love Willis George Weddleton Helen Morton Liza Hynes Hugh Harmon Jim Weissenborn Alan Davis

POST OFFICE BOX 488

NEW MARKET, VIRGINIA 22844

TELEPHONE 703/740-3132

PROMOTING TOURISM AND TRAVEL P

May 19, 1981

Congressman J. Kenneth Robinson United States House of Representatives Washington, D.C. 20515

Dear Mr. Robinson,

I would like to thank you very much indeed for your prompt and energetic reaction to the ludicrous attempt by California wine growers to steal the name Shenandoah Valley.

Your press release has had very significant positive impact, drawing well-deserved media attention to the situation.

I also appreciate the contact and assistance provided by Ms. Evelyn Olsen of your staff, resulting in an interview with WDVM-TV (9).

I am enclosing various materials that we have sent out yesterday, and we will continue to keep you posted on developments. I am sure you will do the same.

Sincerely yours,

Meriwether German Executive Director

MG/cws

enclosures

MEW MARRIE BATTER BATTER

P. O. BOX 1864 • NEW MARKET, VIRGINIA 22844 • TEL. 703/740 3101 Administered by Virginia Military Institute

12 May 1981

Chief, Regulations and Procedures Division Sureau of Alcohol, Tobacco and Firearus P. O. Box 335 Washington, D. C. 20044

Attention: Notice No. 371

Dear Sir:

The travel interests of the Shenandoah Valley have been working for years to create a public identity and image for this region among the people of the nation and beyond.

It can only cause needless confusion in the public's mind and do damage to this area for a portion of California's Amador County to be designated as the "Shenandoah Valley Viticultural Area." The application for such is incredible on the face of it.

Sincerely,

Director

JJG/bbm

bc: Shenandoah Valley Travel Assoc.

Jest America, WARNER VIRGINIA

United States Senate

WASHINGTON, D.C. 20510

May 12, 1981

Ms. Meriwether German Executive Director Shenandoah Valley Travel Assn. P.O. Box 488 New Market, Virginia 22844

bear Ms. German:

Thank you for your correspondence in which you expressed your views about a petition made by the Amador County (California) Wine Growers Association to designate a portion of California as the Shenandoah Valley appellation or origin. I appreciate your comments and will certainly keep them in mind.

After reading your letter, I am of the opinion that the Department of Treasury will also benefit from your comments. For this reason, I am taking the liberty of forwarding a copy of your communication to the head of the Department of Treasury for review and comment. I look forward to contacting you again when I receive a response.

In the meantime, thank you for bringing this matter to my attention.

With best wishes,

Sincerely,

John W. Warner

JWW/mv

Unised States Senate

WASHINGTON, D.C. 20510

May 11, 1981 c

My dear Mr. German:

Your letter has just come to my attention, and I am again pleased to hear from you.

I have been in contact with the Bureau of Alcohol, Tobacco and Firearms, and I have been advised that a response will be forthcoming shortly.

When I receive a reply, I shall be happy to forward you a copy.

With best wishes, I am

Sincerely,

Ham t. Benel

Mr. Meriwether German
Executive Director
Shenandoah Valley Travel Association
Post Office Box 488
New Market, Virginia 22844

6111 DISTRICT, VIRGINIA

MEMBER:

COMMITTEE ON THE JUDICIARY

COMMITTEE ON

GOVERNMENT OPERATIONS

WASHINGTON OFFICE:
2330 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-5431

Congress of the United States Bouse of Representatives

Washington, D.C. 20515

May 13, 1981

1303 ALLIED ARTS BUILDING 725 CHURCH STREET P.O. EDX 1568 LYNCHBURG, VIRGINIA 24505 (804) 845-1378

111 FEDERAL BUILDING AND POST OFFICE
200 S. WAYNE AVENUE
P.O. BOX 1045
WAYNESBORO, VIRGINIA 22980
(703) 949-7758
(IN STAUNTON DIAL """ ASK FOR ENTERPRISE 758)

402 RICHARD H. POFF FEDERAL BUILDING AND U.S. COURTHOUSE 210 W. FRANKLIN ROAD P.O. BOX 869 ROANOKE, VIRGINIA 24005 (703) 982-6200

Mr. Meriwether German
Executive Director
Shenandoah Valley Travel Association
PO Box 488
New Market, Virginia 22844

Dear Meriwether:

Thank you for your letter, received in my office on May 11, regarding the petition made by the Amador County (California) Wine Growers Association to establish a viticultural area to be known as "Shenandoah Valley" and to utilize that viticultural area name as the appelation of origin in wine labeling and advertising.

According to the proposal which appeared in the Monday, April 13, Federal Register, that area in California has been known as the "Shenandoah Valley" since 1881. However, I can understand your concern that there is potential for confusion among wine purchasers.

We have talked with John Ference, Research and Regulations Branch, Bureau of Alcohol, Tobacco and Firearms, and he informed us that the proposal is still in the comment stage and that no decision has been made. According to Mr. Ference, if need is shown, a hearing will be held to determine whether or not the Amador County petition should be approved.

As you may already know, the Virginia winegrowers in the Shenandoah Valley have not submitted a petition for certificiation as the appelation of origin for "Shenandoah Valley" wines.

You have already taken the proper step by forwarding your concerns to the Department of Treasury. We have requested the Bureau advise us of all developments in the matter and to let us know when and if a hearing is to be scheduled. I will endeavor to keep you informed.

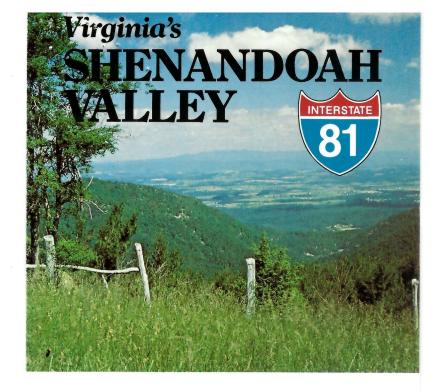
With kindest personal regards, I am

Very truly yours,

M. Caldwell Butter

cc: John Ference (BATF)

tille of at commercial inflatence of the other bloke which the content tilbing



The Valley for all the family



MAY 2 1 1981

Virginians Battle to Keep Valley's Name Off Wine

Porin; the Civil War, the battle to: Shenandoah Valley involved 1960st Today the fight is over wine, and there are two Shenandoah vals.

One of them is the historic locale in Aircinia where Gen. Stonewall Jackson once came to prominence and where Virginia's fledgling wine incustry now is trying to.

The other is 3,000 miles away in California. It doesn't have the same hestoric significance, but wine grapes have been grown there since 1350, the year before some transplanted Virginians, reminded of home, gave it its name.

Wineries in both places market "Shenandoah Valley" wine. The easten product is sold only in Virginia. The western wine is available in 12 scates and the District of Columbia.

Unless federal regulations are changed, by 1983 only one valley will be able to use the geographic designation.

California's Shenandoah Viny ords, operated by Leon and Shirley Sobon and family, set off the commoton in the eastern valley when it raked the Bureau of Alcohol, Tobacco and Firearms to award use of the name to the western valley about 40 nelles east of Sacramento.

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Other Virginians are upset more than somewhat.

'The Californians surely must have a wealth of their own historic names to use without trying to preempt one of the prondest, most treasured names in all Virginia," said Rep. J. Kenneth Robinson, the Republican who represents most of the Virginia valley.

Robinson said the West Coast action is "an astonishing ploy by some grape growers in an obscure area of

California."

In a letter to federal officials, William Foster of Harrisonburg, Va., urged: "Stop the people in California from (ursurping) a proud and honorable name.

"I suggest you that you send these people a map with the western portion of Virginia circled prominently and a free ticket to the James Stewart movie 'Shenandoah,'" wrote Lulu M. Williams of Winchester, Va.

Tom Minton, an official of the bureau, said he didn't know what would happen if a Virginia ymmer also applied for the designation.

Stephen E. Higgins, the bureou's deputy director, told Robinson in a lefter that "we realize that this issue is controversial, but we are obligated to go forward and make a decision based on the facts presented.

Associated Press

The Tumpa Times TAMPA, FLA. D. 23,225

MAY 2 8 1981 Shenandonh vine is the center of modern-elay war

WASHINGTON (AP) — During the Civil War, the battle for Shenandoah Valley involved blood, Today the fight is over wine, and there are two Shenandcah valleys.

One of them is the historic locale in Virginia where Gen. Stonewall Jackson once came to prominence and where Virginia's fledgling wine industry now is trying

The other is 3,000 miles away in California. It doesn't have the same historic significance, but wine grapes have been grown there since 1850, the year before some transplanted Virginians, reminded of home, gave it its name.

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MAY 2 2 1981 Balla

New battle brews in Shenandoah Valley

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Robinson said the West Coast action is "an astonishing ploy by some grape growers in an obscure area of California."

The Courier-Janual LOUISVILLE, KY, 5, 206,903

JUN 2 1981 GM

Angry wails waft from the vales of Shenandoah over wine mannes

By DENIS COLLINS

O The Washington Post

WASHINGTON — The Indians named it, George Washington surveyed it, and now, some Virginians claim, Californians are trying to filch its good name.

Wine makers in Virginia's Shenandeah Valley, a 110-mile-long vale celebrated in song, Civil War lore and travel brochures, are popping their corks over winemakers in another Shenandeah. Valley 3,000 miles away in California, Those vintners have stirred the wrath of Virginia grape growers by asking the federal government to grant them exclusive rights to the words "Shenandeah Valley" on their wine bottles

"The Californians surely must have a wealth of their own historic names to use, without trying to preempt one of the proudest, most treesured names in all Virginia," fumes U.S. Rep. J. Kenneth Robinsee, a Republican who represents most of Virginia's Sheneudonh Val-

He characterizes the West Coast action of "an astonishing play by some grape growers in an obscure area of California" and has appealed to Virginians, who are attempting to develop their own wine industry, to fight the move.

But Ken Deaver, a California vineyard owner and representative for the grape growers in the Golden State's 10,000 acre Shenandoah Valley, is adamant about the claim. He says his valley may be less tich in history than Virginia's but for the past 100 years his has been the more famous for grapes.

"We are not trying to take anything away from the Virginia Shenandoah Valley area," ascerts Denver. His family has grown wine grapes in the California valley, 40 miles east of Sacramente, since 1850, one year before it was nemed by some Virginians who said it reminded them of home.

The Bureau of Alcohol, Tobacco and Fireness (BATF), which oversees the ration's wine industry, provoked the pute when it revised its regulation to be more precise about the origins of their vinteges. By 1983, only one area of the country will be able to use "Streamdook Valley" on its tabels and adverticing.

"We realize that this issue is very controversial, but we are obligated to go forward and make a decision based on the facts presented," sold Stephen E. Higgins, the bureou's deputy director, in a letter to Robinson.

Tom Minton, another bureau official, said he didn't know when — or if — the agency can fully resolve the issue. "If they both demand Shenandoah Valley, I don't know what would happen," he said.

What already has happened is that two wine makers, Shenandoah Vineyards of Edinburg, Va., and Shenandoah Vineyards of Plymouth, Calif., are facing the loss of a brand that each established four years ago.

"I didn't know another Shenandooh Valley existed," says James Randel, a New Jersey utility executive who with his wife, Frama, converted a Virginia family farm into a vineyard in 1977. "When I found out they (the Californians) had applied for (the Shenandoah designation) I was somewhat upset."

The Shenandash Vineyards in California is owned and operated by Leon and Shirley Solven and femily. Their winery, one of 10 in the Shenandoah Valley there, produces 6,000 gallons a year. While the 10,000 gallons produced by Virginia's Shenandoah Vineyards are not marketed outside the state, the Sobons ship their wine to more than a dozen states and the District of Columbia.

Shenanaoah Wrain (CYEP FIGUS

By JOHN HARTSOCK Star Staff Writer

Local vintners are pleased with the our ouring of opposition to an attempt in California wineries to monopolize the Elepanicah Valley name on their wine

Dut Reg. J. Kenneth Robinson, R-70 District, noted that public hearings probelow will be held before the matter is estilet.

At issue in a petition by wine-makers in an area known as the "Shennoweak Velley" in Amador County, Calle, to have Lor area designated the Shenan-Gook Valley Viticultural Area by the U.S. Aureau of Alcohol, Tobacco and

A viticultural area is a graye-growing region with established houndaries. cEncie, soil, elevation and other geographic features that distinguish it from surrounding areas.

LORE IMPORTANTLY to the fledgiing wine industry in Virginia's Shenadoah Valley is the fact that if the Californians get the viticultural descipation, they will have exclusive labeling and advertising rights to the name "Shenandoah Valley."

Although Virginia's Shenandoah Valley does not have a large wirematics industry, it is grewing. The , legged winery in the northern valley is turezidozh Vineyards in Edickurg. Lacre is one operating winery, lie Virgyard, in Frederick County, and

another, Tri-Mountain Winery and Vineyard, will onen soon. Finally, just cuitile the valley is the Meredyth Vinevaria near Middleburg.

Valley opposition has taken the form of petitions and mail in a write-in camtails to the burefu. The out ouring has incia de cocag, Pauricia Murpay, a locas public microsaltes officer, said remercer, that this meet the bureau is an oral dia receival to July 18 to that everyone with an interest in the matter T, EL LEYE E CALLOS to respond.

Community were originally due by JIIE 13.

"TO NAE we've had about 134 or 135 the sector of perced" to exclusive use of the Sassendoah name by the Califormicus, she said, "and 2 are in favor."

The added that the bureau also received two petitions, one with approximate-17 630 signatures, and another with about 800, from valley residents opposing the Collifornia pelitition.

No petitions have been received from Calliornians, she said.

Allhough she didn't have a breakdown on how many of the more than 130 comtheres coposed to the California petition ware ho主 Vinginia, she said the issue of the villouitural area and the responses spysaroù to le divided along state lines.

"The voice counds great so far," said Robert Vielman, owner of The Vingtera rose White Hall.

"Lee purpose of establishing (riticultural) areas like these is so that

they will be readily recominable," he added. "If they great the switch in names, I think they would be defeating their purpose."

JOSEPH GERACI, who begins commercial energiish of the and of the summer of his Tri-Louisal Winery and Vineyards areading the Fridge and Warren County had near Military and warren County had near Military to the results of the Viney Ref. comics about the results of the Viney County had a supply the results of the Viney County had a supply the results of the Viney County had a supply the results of the Viney County had a supply the results of the Viney County had a supply the results of the Viney County had a supply the results of the Viney County had a supply the results of the Viney County had a supply the results of the Vineyards of the Vineya

"I'm very vell pleased," as said, "out if it's a resistence rune, they may be able to use it saymen."

Robinson was also confirm about

the results of the write-in compaine.

Robinson maries ded the chort to

set valley residents to oppose the Calliornia petition.

"I'm not surprised at the empression of a prior claim to the une of the Sheman-doah Volley name," he said of the opposition expressed by valley residents.

But he said there will probably be più lle Meerings by die bin eta to più lin-ther common, Lui, ou a accina i lina and.

168. NUPPEY sold that at this time

Feld to take .

She affer? that take the overwards. ing concession to the notation will carry a "enythin E can happed" if public courings coe Luii.

Move by wine makers opposed

By MIKE DIXON Leader Staff Writer

The area Economic Development Council Tuesday night went on record as opposed to a California wine growers association's attempt to preserve the "Shenandoah Valley" name for its exclusive use.

The Amador County Grape Grayers Association has positioned the federal Bureau of Alcohol, Tohacco and Firearms to designate a Conformia area as the Shenandoah Vailey Viticulutral Area.

Tres. Lillian Morse, executive vice president of the Staunton-Augusta Chamber of Commerce, said the request, if granted, could pre-empt use of the Shenandoah Valley designation

by Virginia wine growers.

The council voted to send a resolution opposing the request to the BATF. Mrs. Morse said comments to the BATF must be filed by June 12 and addressed to: Chief, Regulations and Procedures Division, BATF, P.O. Box 385, Washington, D.C. 20044, Attn: Notice No. 371.

During its morthly meeting, in Holiday lan downto on, the council heard from Harold Malaton, Argusta County planner, that 16 people have signed up for a tour of industrial sites. A bus will leave Valley Vocational-Technical Center at 3:39 a.m. Friday.

Ralston will describe available sites, as he does for industrial prospects visiting the area. The her will take most of the day, he said. Space is available for others who wish to go.

John Deehan reported that draft copies of the Area Economic Overview are being reviewed by council members and the document will be ready for printing soon.

David G. Dickson, community development representative with the Virginia Division of Industrial Development, such on approaches to long-zenge planning.

He said keys to chactive plauning include: diversification of industries, providing a good climate for existing indistries to grow, positive community attitude toward existing industries, keeping abreast of current development methods and techniques and sound financial planning to accommodate industries.

THE NEWS-VIRGINIAN, Waynesboro, Va. Wednesday, May 20, 1981

Joining Wine War, EDC Raps Shenandoah 'Thest'

By ED BERLIN N-V Staff Writer

See editorial comment, Page 4

STAUNTON — Directors of the regional Feonomic Development Council joined "The Great Wine War" here last night in sharply attacking a proposal by California gape growers to usurp the name "Shenandoah Valley" in labeling and advertising their bottled products.

Without dissent, the board agreed to fire off resolutions to "the proper authorities" in apposition to the territorial "theft."

The action stemmed from a request by certain West Coast wine producers for cost wive rights to the name "Shenan-loah contribution of their vines. The plea will be contributed shortly by the U.S. Burean of Acobol, Tobacco and Firearms, which has set June 12 as the detailine for receiving written testimony.

Mready lined up against the proposal are Seventh District Rep. J. Kenneth Robinson, the Valley's own budding wine industry, and the Shenandoah Valley Travel Association (see letter to the editor on Page 4).

Suggesting similar action by the EDC, Augusta County Planner Harold Ralston said last night, "I am resentful of somebody else using the Shenandoah Valley's name. I think there's only one Shenandoah Valley, and it's right here." His sentiments were echoed by others, including Lillian Morse, executive vice president of the Staunton-Augusta Chamber of Commerce, who made the motion to adopt a resolution of protest. Mrs. Morse also expressed the hope that Governor Dalton and Sixth District Rep. M. Caldwell Butler would join the fray.

Rep. Robinson has termed the West Coast proposal "an astonishing ploy by some grape growers in an obscure area of California to swipe the historic 'Shenando in Valley' name for exclusive use on their wine bottle labels and in their relposition."

The EDC used area residents to state their views in writing to: Chief, Regulations and Procedures Division, Bury us of Alcohol, Tobacco and Firearms, P.O. Box 345, Washington, D.C. 20044, with a notation on the envelope that the correspondence pertains to Notice No. 371.

The board also heard a representative from the Virginia Division of Industrial Development outline major elements in a successful economic planning program. Such a plan, said David G. Dickson, should

(Torn to Page 12, Col. 3)

alifornia Growers

Association and others,
Seventh District
Congressman J. Kenneth
Robinson (R.-Va.) has been
fighting an effort of some budding wine industry in the Shenandoah Valley of Virginia, members of the Shenandoah Valley Travel Special) - Along with the WASHINGTON,

California wine producers to get the U.S. government to designate for their exclusive wine labeling and advertising the historic Virginia name "Shenandosh Valley."

Rep. Robinson was advised

recently by Deputy Director Steven E. Higgins of the U.S. Treasury Department's Bureau of Alcohol. Tobacco

interested parties will have until June 12 to file their written views on the matter. and Firearms (BATF) that

"represents an astonishing ploy by some grape growers in an obscure area of Robinson, who represents a large part of the Shenandoah Valley, the controversy According to Rep

> name for exclusive use on their advertising. their wine bottle labels and in California to swipe the historic Shenandoah Valley

PETOSKEY, MICH. NEWS-TEVIEW D. 10,005 area of Amador County, Calif., as the 'Shenandoah Valley Viticultural Area' is highly controversial, and could result in consumer rule-making to designate an area of Amador County, Calif., as the 'Shenandoah Valley Viticultural Area' is public hearing on the issue later on, due to the irateness confusion concerning grape and wine origin. In fact, the BATF may be forced to hold a admitted that the proposed "BATF officials have

8210

comments to: Chief.
Regulations and Procedures
Division, Bureau of Alcohol. the proposed regulatory action should send written comments to: Chief. Virginians wishing to protest

names to use, without trying to pre-empt one of the proudest, most treasured names in all Virginia. I'm at a loss to explain it, other than to point out that this fiddling around with our Virginia-owned title originated in an area situated north and west of Fiddletown, Calf." He added: "The Tobacco and Firearms, P.O. Box 385, Washington, D.C. 2004, Attention: Notice No. mians surely must have a wealth of their own historic

Callfor-

DWS-VINGINIAN, Waynesboro, Va. Wednesday, June 3, 1881

hamber Seek Save' Valley

ent a group of California producers from using rea by members of the resboro-East Augusta name "Shenandoah iming that a section of ber of Commerce. circulated throughout currently are

odor County long has been on as the "Shenandoah " the California is have applied to the cal Bureau of Alcohol, coo and Finearms for long to set that name in their second of t state:

Development Council, among Augusta - Staunton - Waynesboro Economic Shenandoah Valley (Va.) Travel Association, Valley wine producers, and the Kenneth Robinson, has been registered by Seventh District Rep. J.

others.

The Chamber petitions, which are due to be returned to the office by next Tuesday.

"We, the undersigned as residents of the Shenundoah Valley of Virginia, patition the Bureau of Alcohol, Tobacco and Firearms to deny the request by certain (Turn to Page 12, Col. 1

the request

wine producers to designate their area as the 'Shenandoah Valley Viticultural Area.' Amador County, California, (Continued From Page 1)

"The name Shenandoah Valley originated with Indians inhabiting this area as early as 1512. We, therefore, strongly protest the use of the name by any group in any other state. The confusion which would result could be detrimental to the historic Shenandoah Valley of

Virginia and our own wine industry."

The controversy stems from efforts by the federal agency to establish a national appellation system for the U.S. wine industry.

MAY 1 1 1981 812 Virginia Solons Up in Arms Over Wine Label

California attempt to "swipe" the name of Virginia's historic Shenandoah Valley for a wine WASHINGTON (UPI) - A

man up in arms.

Republican Rep. I. Kenneth
Robinson said grape growers in
California's Amador County
have asked the U.S. government to designate liter growing
area as the "Sannandvan Valley Vilicultural Area

Robinson said wa California in
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"The Californians surely ding wine industry"

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The congressment said his efforts to Feen Celifornis from Public hearings may nave to making off with the historic backd. Robinson said. "due to making off with the historic backd. Robinson said." due to making off with the historic backd. Robinson said. "due to making off with the historic backd. Robinson said." The congression was not the historic said. The the historic of the historic said. The congression was not to be a supported to the historic said. The congression was not to be a supported to the historic said. The congression was not to be a supported to the historic said. The congression was not to be a supported to the historic said. The congression was not to be a supported to the supported to the historic said.

alif. Winemakers Derly Stealing

ROANOKE (AP) - California winemakers are not trying to steal the name of the Shenandoah Valley of Virginia to use on their wine labels, a California vintner says.

California has its own Shenandoah Valley, said Ben Zeitman, owner of Amador Foothills Winery in the Sierra foothills east of Sacramento.

The California version of the Shenandoah Valley, he said, is on "all sorts of government maps ... basically, it's not a name we pulled out of a hat."

In the 1850s and 1860s, he said, settlers came to California's Shenandoah country from the East.

RICHMOND NEWS-LEADER, MAY 28,1981 CIRCULATION: 215,335 California Directory Good

the Golden State of California. Los itch a football team from modest old Rush area east of Sacramento. ants to pinch the fair name of Virginia's enandoah Valley.

Specifically, the Amador County Wine owers Association has asked the deral agency in charge of such things he Bureau of Alcohol, Tobacco, and 'irearms — for wine labeling and advering rights to the name "Shenandoah

iley."

. opesition.

Vine is produced in Virginia's Shenan-

Pilitarage stems all the rage these days don! Valley - excellent wine, if the office grant nut can be trusted. Valley vinters ngeles, a big and glittery city, seeks to "understandably believe they will be at a distilvantage if the Californians have exakland. And Amador County, in the 'clusive use of the Shenandoah Valley... label; indeed, the Virginians have become most unhappy fellas, and have sought help from their Congressman, J. Kenneth Robinson.

Robinson told the federal booze, cigs, and guns boys that California has its. share of historic names, and should not seek to pre-empt "one of the proudest, most treasured names in all Virginia."

We will drink to that. Let Virginia's We refuse to raise a glass to this Shenandcah Valley keep its name, free from California's raiders - those wouldbe name-droppers.

They must have come from Virginia, and "our own little area is quite pretty and I guess it reminded them of home," Zeitman said in a telephone interview Tuesday with the Roanoke Times & World-News.

Zeitman is a member of the Amador County Grape Growers Association, which has asked the federal government for permission to use "Shenandoah Valley" on its wine labels.

Virginia Rep. J. Kenneth Robinson, R-7th, was not pleased when he heard that the California winemen had asked the Federal Bureau of Alcohol, Tobacco and Firearms for the designation.

Robinson sent out a news release in which he said it "represents an astonishing ploy by some grape growers in an obscure area of California to swipe the historic Shenandoah Valley name for exclusive use on their wine bottles and in their advertising."

Robinson, who represents an area of the Shenandoah Valley in Virginia where wineries have been started recently, urged Virginians to write the federal agency to oppose the use of the valley's name in California.

Zeitman said the controversy stems from the federal bureau's ruling that in 1983, wineries will have to tell on the label where the grapes came from. Thus, the 14 wineries in the California valley have asked for designation; as the "Shenandoah Valley Viticultural Area," which will allow them to use "Shenandoah Valley" on the labels.

Federal regulations, he said, won't allow the wineries to use Amador County, or the name of any governmental subivision as the orgin of the grapes that made the wine.

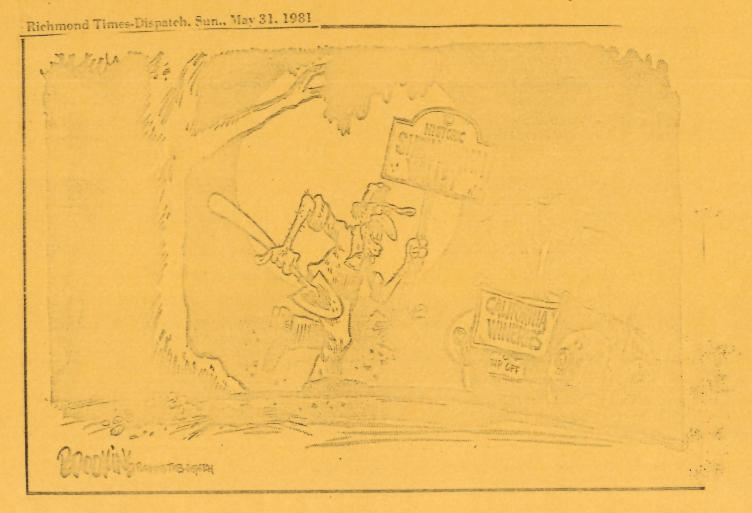
Robinson had said earlier that federal officials have admitted that designation of such an area in California "could result in consumer confusion concerning grape and wine origin."

Zeitman said that as he understands it. the Calliornians, if they do get approval. would include a brand name, the designation "Shenandoah Valley" and the address of the winemaker on their labels.

In his case, he said, the address plainly would be Plymouth, Calif., and "I don't see where there would be any consumer confusion."

He said he believes the Shenandoah Valley of Virginia winemakers could do the same thing and the address would clear up confusion.

CIRCULATION: 211,792



Viewpoint

The Great Grape Grab

Rise up, ye people of the Shenandoah! Man your arms! Hurl back the vicious swindlers from far-off Pacific shores! Protect our precious Valley from blatant thievery unparalleled in American history!

Yes, the enemy cometh, and he must be routed at the pass — or, as the case may be, at the arbor, for he covets fruits of the vine. Worse, he bears evil thoughts. He would purloin our very name!

These unscrupulous invaders, a batch of grape-growing, wine-weaning hustlers from some remote pinpoint on the map of California, have devised an admittedly sparkling scheme. For purposes of labeling and advertising their elixir, they want to call their tiny grape grove the "Shenandoah Valley Viticultural Area."

How perfectly brilliant of them! Simply identify their wine with the Shenandoah Valley and people far and wide will flock to buy it, because "Shenandoah" has become synonymous with quality, integrity, full-bodied "flavor" and

delicate "bouquet." The big problem with their idea, aside from the sheer territorial robbery of it, is that the customer will be thinking Shenandoah Valley, Virginia, and he will be getting Shenandoah Valley, California, a pale, stale facsimile. It would be a horrible hoax to perpetrate upon the public, a flimflam that should be struck down at once by the federal licensing authorities.

To permit the kind of deceit the Californians are proposing would be akin to the village of Paris, Va. (pop. 50) advertising its "Paris fashions!"

Meanwhile, our own Valley has become in recent years a vineyard of some note itself, with at least two commercial winemaking operations now having products on the market. It is for these vintners, if anybody, that the Shenandoah trademark should be reserved.

To the battlefront in defense of the Valley's honor have come Seventh District Rep. Kenneth Robinson and the Shenandoah Valley Travel Association, who advise residents to express their indignation to the U.S. Bureau of Alcohol, Tobacco and Firearms. A letter to the editor on this page gives the address and other details.

We don't want to create a volcano out of a vat, but we implore all true Shenandoans to join the wine war with pen and typewriter. Let us make 1981 a vintage year for the preservation of proud names.

The Daily plugates

Page E2 Charlottesville, Virginia Sunday, May 24, 1981

CIRCULATION: 28,767

Grapes of Wrath

"Who steals my purse steals trash ... but he that filches from me my good name robs me of that which ... makes me poor indeed.".

- William Shakespeare

There may be a Shenandoah Valley in Amador County, Calif., but if there is, it has about the same relation to the real Shenandoah Valley as Rome, Ga., has to Romulus and Remus.

Even so, we read where members of the Amador County Grape Growers Association have asked the federal government for exclusive rights to use the name "Shenandoah Valley" on bottles filled with their vintage hooch.

Those little of winemakers from California have petitioned the Federal Bureau of Alcohol, Tobacco and Firearms to designate their obscure little claim in the Sierra foothills as the Shenandoah Valley Viticultural Area. Approval of the request would, in effect, prohibit that designation from being used by present and future vineyards located in the wide, fertile valley of Virginia, so long renowned for its agricultural bounty.

Rep. Ken Robinson, whose district encompasses a

large part of Virginia's Shenandoah Valley, was being entirely too polite when he called the California vintners' request "an astonishing ploy ... to swipe the historic name."

The Californians' little scheme is like referring to a stepladder as the Golden Gate Bridge. It's like calling a cakewalk the Rose Bowl Parade. Why, it's like confusing a ragweed with a Giant Sequoyia.

And, while California temporarily has the edge on Virginia as a wine-producing area, that gap is closing as more and more grapes are planted here every year. Virginia's young viticulture industry is growing fast.

Hep. Robinson has suggested that California surely must have their own historic names without "trying to pre-empt one of the proudest, most treasured names in all Virginia." Of course it does.

We suggest the folks out in California name their wines after their own most famous natural features. Imagine the look on the sommelier's face when the diner orders a "Chateau Earthquake '79" or a "Maison de Smog '81."

Meanwhile we'll keep the Shenandoah Valley here in Virginia, if you please.

Part V/Sunday, May 17, 1981, Circulation: 1,302,395

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Into the Valley of Vino

When it was first reported that a Virginia congressman was accusing some California wineries of trying to "swipe" the name of his state's Shenandoah Valley, our initial reaction was wry amusement.

It turns out, however, that the question of who can use the name Shenandoah to market wines in the United States is no laughing matter to about a dozen wineries in Amador County and a lone winery in Virginia. It is just as unfumy to some proud Virginians who think that the name should belong exclusively to them, to be used in promoting their state's tourism.

The angry congressman is J. Kenneth Robinson, a Republican who represents the part of Virginia that includes the lush valley nestled between the Blue Ridge and Shenandoah mountains. The valley was a key invasion route into the North for Confederate troops during the Civil War, and was the sife of several historic engagements involving generals such as Thomas J. (Stonewall) Jackson, Robert E. Lee and Philip Sheridan.

Robinson argues that Virginians treasure the valley's lovely and historic name, and he makes a good point when he says that "Californians must surely have a wealth of their own historic place names to use."

That they have. In fact, California's Shenandoah Valley is located in a part of the state with some of our most colorful place names—the Mother Lode country. The names that dot maps of that area ring with memories of the Gold Rush, the '49ers and the classic stories of Mark Twain and Bret Harte—El Dorado, Calaveras and Angels Camp, for example.

A Virginian we spoke with says that California's Shenandoah Valley "is what we would call a hollow in Virginia." It is a series of gentle rolling

hills and gullies bordering the Columnes River about 30 miles southeast of Sacramento.

Residents of the area point out that it has been called Shenandoah at least since the 1850s. Local historians trace the name back to a group of Virginians lured to California during the Gold Rush.

Today California's Shenandoah is best known among enophiles for some very special zinfandol wines. Noted for their deep color and intence bouquet, Amador County zinfandels are robust and heavy wines. Some wine lovers compare them to the state's best cabernets. (We'll avoid arguing wines here.)

We can sympathize with the Virginians' point of view. Lut we must point out that, just as the name Shenandoah was carried to California from another state, so many place names in Virginia were carried there from the British Isles. And we have never heard the British complaining about Virginia's use of names such as Norfolk and Portsmouth. In fact, no one in Virginia complained about the use of Shenandoah in this state until now.

And that came about because of the activities of the real villains of this piece—officials in the federal government's Bureau of Alcohol, Tobacco and Firearms. The bureau has been trying for several years to design a national appellation system for the U.S. wine industry, and both Shenandoalis have petitioned the federal government for exclusive use of that place name. This is not the first such controversy that the bureau has engendered, and it is not likely to be the last.

This time the bureaucrats have got themselves into the middle of a tough one, with proud hoirs to Stonewall Jackson on one side and angry descendants of the '49ers on the other. But they'll get no sympathy from us.

Editorials

PAGE NEWS AND COURIER, LURAY, VA. THURSDAY MAY 28, 1981

Battle of the Valley and the Grape rages

It might be called the battle of the valley and the grape.

It seems that a group of big California wine growers are not content with just taking French names for their wines. They now want to use the venerable Shenandoah Valley appellation for their product as well.

The Golden State vintners have asked the U.S. Treasury Department's Bureau of Alcohol, Tobacco and Firearms for permission to designate a part of Amador County, an area just west of Sacramento not far from where gold was discovered in 1848, as the Shenandoah Valley Viticultural Area.

The Californians, of course, have not asked permission from the real and recognized Shenandoah Valley of Virginia, raising the ire of the small, but growing coterie of Virginia wine growers — not to mention Rep. J. Kenneth Robinson, the Shenandoah Valley Travel Association and many others who value this area's identity.

If BATF approves the Amador County request, it would give the Shenandoah Valley name to an obscure section of California and perhaps deny its use to the growers in the world-famed Virginia valley.

We sympathize with the protests from the local folks who wish only to keep the name they have and we hope BATF denies the request of the California grape-stompers who apparently want to make promotional fodder out of our valley's mellifluous title.

In the meantime, there really appears little to worry about. Everyone knows it's the Shenandoah Valley of Virginia, not the Shenandoah Valley of California. And if they make a truly excellent wine there and it gains a reputation among oenologists as a "Shenandoah Valley" wine perhaps the confusion will redound to the benefit of our own area.

And it certainly can't hurt to have the media filled with reports on the Battle of the Valley and the Grape.

THE SHENANDOAH VALLEY-HERALD WOODSTOCK, VA., THURSDAY, KUNY 21, 1981

Robb in frey

Lt. Gov. Charles Robb has jumped into the fray over use of the name "Shenandoah Valley" to market wines.

Robb last week sent a terse letter to the U.S. Treasury Department's Bureau of Alcohol, Tobacco and Firearms to protest proposed designation of the Amador County, Calif. region as "the Shenandosh Valley Viticultural Area" for wine labeling and advertising.

In his letter, Robb said the Californians' attempt to use the fitte "othstitutes theft of the name of this historically rich area . . . It disturbs me that Amador County would try to usurp the name that is so closely associated with Virginia."

The lieutenant governor also said he is concerned that the Californians would try to "preempt" Virginia's growing wine industry.

He urged the BATF's chief of regulations to deny the Amador request.

The federal agency has given interested parties until June 12 to file written views on the petition by the California wine producers.

Congressman J. Kenneth Robinson, the Shenandoah Valley Travel Association and the Town of Mt. Jackson have already filed written protests of the proposal.

RICHMOND TIMES-DISPATCH RICHMOND, VA SUNDAY, MAY 24, 1981 CIRCULATION: 211,792

Our Valley and Theirs

The federal government is moving to establish official American wine regions, after the French example. The name of one of the official regions the government is being asked to establish is the Shenandoah Valley Viticultural Area. Virginia vineyard owners and winery operators do not consider themselves honored by the proposed designation, however, because it would be applied not to Virginia's famous Valley but to some obscure vale in California.

The Amador County Wine Growers Association in California has petitioned the federal Bureau of Alcohol, Tobacco and Firearms to be granted, in effect, exclusive wine labeling and advertising use of the name Shenandoah Valley. Shenandoah Valley, these growers say, is the actual name given to their region in the Gold Rush country just east of Sacramento. While we are willing to take their word on this, we would suggest that that designation for a California wine would invite a great deal of confusion.

The Shenandoah Valley is deservedly famous. The estimable Encyclopaedia Britannica contains detailed articles not only on the Valley itself but also on the Shenandoah Valley Campaigns during "the late unpleasantness." The same encyclopedia acknowledges no Shenandoah Valley in California. The comprehensive Commercial Atlas & Marketing Guide published by Rand McNaily indicates in California an Adobe Valley, an Antelope Valley, an Imperial Valley, a

Shasta Valley and a Saline Valley, among many others — but no Shenandoah Valley, nor for that matter any other population center or geographical feature named Shenandoah. Our informed guess, therefore, is that the overwhelming number of Americans would associate the name "Shenandoah Valley" with Virginia, not with California.

Rep. J. Kenneth Robinson, who lives in the northern end of the Shenandoah Valley, has remarked that "Californians surely must have a wealth of their own historic names to use, without trying to pre-empt one of the proudest, most treasured names in all Virginia" - an observation with which one scarcely could disagree. The congressman is urging the Bureau of Alcohol. Tobacco and Firearms' rulemakers to deny the Californians' application for the "Shenandoah Valley" title, and he notes that BATF will be seeking written comments on this matter until June 12. The comments may be addressed to: Chief. Regulations and Procedures Division, Bureau of Alcohol. Tobacco and Firearms, P.O. Box 385, Washington, D.C. 20044, with attention to Notice No. 37.

It is our hope that both the California growers and the BATF will back away from an effort that doubtless would result in confusion among wine consumers as well as a certain marketing disadvantage for winemakers in the better known Shenandoah Valley, in Virginia.

FREDERICKSBURG FREE LANCE-STAR FREDERICKSBURG, VA THURSDAY, MAY 21, 1981 CIRCULATION: 27,118

'Shenandoah' wine? Grape balls of fire!

WASHINGTON (AP)—During the Civil War, the battle for Shenandoah Valley involved blood. Today the fight is over wine, and there are two Shenandoah valleys.

One of them is the historic locale in Virginia where Gen. Stonewall Jackson once came to prominence and where Virginia's fledgling wine industry now is trying to.

The other is 3,000 miles away in California. It doesn't have the same historic significance, but wine grapes have been grown there since 1850, the year before some transplanted Virginians, reminded of home, gave it its name.

Wineries in both places market "Shenandoah Valley" wine. The eastern product is sold only in Virginia. The western wine is available in 12 states and the District of Columbia.

Unless federal regulations are changed, by 1983 only one valley will be able to use the geographic designation.

California's Shenandoah Vinyards, operated by Leon and Shirley Sobon and family, set off the commotion in the eastern valley when is asked the Bureau of Alcohoi, Tobacco' and Firearms to award use of the name to the western valley about 40 miles east of Sacramento.

Two years ago, the bureau adopted regulations requiring vintners to be more precise about the origins of their wine and limiting to a single specific area the use of names such as "Shenan-

doah Valley."

"I didn't know another Shenandoah Valley existed," said James Randel, who opened his 6,000-gallon-a-year Shenandoah Vinyards in Edinburg, Va., in 1977. "When I found out they (the Californians) had applied for the (designation) I was somewhat upset."

Other Virginians are upset more than somewhat.

"The Californians surely must have a wealth of their own historic names to use without trying to preempt one of the proudest, most treasured names in all Virginia," said Rep. J. Kenneth Robinson, the Republican who represents most of the Virginia valley.

Robinson said the West Coast action is "an astonishing ploy by some grape growers in an obscure area of California."

In a letter to federal officials, William Foster of Harrisonburg, Va., urged: "Stop the people in California from (ursurping) a proud and honorable name."

"I suggest you that you send these people a map with the western portion of Virginia circled prominently and a free ticket to the James Stewart movie 'Snenandoah,'" wrote Lulu M. Williams of Winchester, Va.

Tom Minton, an official of the bureau, said he didn't know what would happen if a Virginia vintner also applied for the designation.

THE WASHINGTON POST WASHINGTON, D.C. SUNDAY, MAY 21, 1981 CIRCULATION: 820,452



By William Coulter for The Washington Post

California Vintners Trying To Filch Shenandoah Name

By Denis Collins Wesh'ngton Post Staff Writer

The Indians named it, George ashington surveyed it, and now, me Virginians claim, Californans are trying to filch its good

Wine makers in Vicginia's Shenadoah Valley, a 110-mile-long ale celebrated in song, Civil War re and travel brochures, are poping their corks over winemakers another Shenandoah Valley ,000 miles away in California. hose vintners have stirred the rath of Virginia grape growers by

asking the federal government to grant them exclusive rights to the words "Shenandoah Valley" on their wine bottles.

"The Californians surely must have a wealth of their own historic names to use, without trying to preempt one of the proudest, most treasured names in all Virginia," doah Valley.

He characterizes the West Coast action as "an astonishing ploy by

See WINES, C3, Col. 1

Calif. Wine Growers After Shenandoah Valley Name

WINE, From C1

some grape growers in an obscure area of California" and has appealed to Virginians, who are attempting to develop their own wine industry, to fight the move.

But Ken Deaver, a California vineyard owner and representative for the grape growers in the Golden State's 10,000-acre Shenandoah Valley, is adamant about the claim. He says his valley may be less rich in history than Virginia's but for the past 100 years his has been the more famous for

"We are not trying to to take anything away from the Virginia Shenandoah Valley area," asserts Deaver. His family has grown wine grapes in the California valley 40 miles east of Sacramento since 1850, one year before it was named by some Virginians who said it reminded them of home.

The Bureau of Alcohol, Tobacco and Firearms (BATF), which oversees the nation's wine industry, provoked the dispute when it revised its regulations two years ago to require wine makers to be more precise about the origins of their vintages. By 1983, only one area of the country will be able to use "Shenandoah Valley" on its labels and advertising.
"We realize that this issue is very

controversial, but we are obligated to go forward and make a decision based on the facts presented," said Stephen E. Higgins, the bureau's deputy director, in a letter to Robinson.

Tom Minton, another bureau official, said he didn't know when - or if - the agency can fully resolve the issue. "If they both demand Shenandoah Valley, I don't know what would happen," he said.

What has already happened is that fumes U.S. Rep. J. Kenneth Rob- two wine makers, Shenandoah Vineinson, a Republican who repre- yards of Edinburg, Va., and a Shensents most of Virginia's Shenan- andcah Vinayards of Plymouth, Calif., are facing the loss of a brand that each established four years ago.

"I didn't know another Shenandoah Valley existed," says James Randel, a New Jersey utility executive who with

his wife, Emma, converted a Virgin family farm into a vineyard in 197 "When I found out they [the Calife nians) had applied for [the Shena doah designation] I was somewhat u

The Shenandoah Vineyards in Ca ifornia is owned and operated Leon and Shirley Sobon and fami Their winery, one of 10 in the She andoah Valley there, produces 6,0 gallons a year. While the 10,000 g lons produced by Virginia's Shene doah Vineyards are not marketed or side the state, the Sobons ship the wine to more than a dozen states a the District of Columbia.

The issue of who can sell Shens doah wine in Washington is one the points that Randel says he fin most troublesome. "But we're be wine people and I would hope we c work this thing out."

If some wine growers are trying sound conciliatory, many Virginia aren't. Their letters to the federal go ernment over the issue read like a c

"Stop the people in California fro bastardizing a proud and honoral name," wrote William Foster of Ha

"I suggest that you send those po ple a map with the western portion Virginia circled prominently, and free ticket to the James Stewn movie 'Shenandoah'," wrote Winche ter's Lulu M. Williams.

The Shenandoah file also contains letter from Virginia Gov. John Dalton that calls the state's Shens doah Valley "a place of cherished to ditions that live in the minds a hearts of people all over the world."

But the ultimate broadside again the Californians may have been c livered by Robinson in a newsletter his constituents.

"I'm at a loss to explain it," wrote, "other than to point out the this fiddling around with our Virgin owned title originated in an area a uated north and west of Fiddletov California."

EDITORIALS / LETTERS

O Shenandosh

Shenandoah. The name breathes "Virginia" in every levely syllable. Climb Massanutten and shout "Shenandoah" and the valley will answer, "Virginia."

Yet a winemaker in an obscure valley east of Sacramento, Calif., wants to deny Virginians the right to use "Shenandoah Valley" on the labels of wines produced from Shenandoah Valley grapes.

The reason? Back in 1851 a group of Virginians settled the valley, found it reminiscent of the Shenandoah Valley back home, and gave the hallowed name to the California vale.

In the California valley, grapes were grown and from these grapes, wine was made. Ken Deaver of the 10,000-acre Shenandoah Valley of California used the name

on his wine label. So did James Randel, a fermer New Jersey utility director, who came to the real Shenandoah Valley in 1977 to start his own vineyards.

Now the federal Bureau of Alcohol, Tobacco and Firearms has adopted rules that will permit only one of the winemakers to use the Shenandoah label by 1983. Both men want it.

Deaver claims he was there first. The Californians have been making wine in their Shenandoah for more than a century. Randel says he hadn't even heard of the California valley when he set up his vineyard in Virginia.

The decision shouldn't even be close. The Shenandoah Valley of Virginia is more than a dent in our topography. It is in the warp and woof of our heritage. Its caves and hollows echo with the memories of Stonewall Jackson, Jubal Early and Phil Sheridan. The name is as closely associated with Virginia as the Grand Canyon is with Arizona, or the Can Fernando Valley with California.

The name is ours. Let the Californians berrow it for their valley. But for all other purposes, let it remain forever Virginia's.

Vininers' Squabble Over Valley's Name Continues

ROANOKE (AP) -· California winemakers are to use "Shenandoah Valley" not trying to steal the name of the Shenandoah Valley of Virginia to use on their wine labels, a California vintner

California has its own Shenandoah Valley, said Ben Zeitman, owner of Amador Foothills Winery in the Sierra foothills east of Sacramento.

The California version of the Shenandoah Valley, he said, is on "all sorts of government maps ... basically, it's not a name we pulled out of a hat."

In the 1850s and 1860s, he said, settlers came to California's Shenandoah country from the East.

They must have come from Virginia, and "our own little area is quite pretty and I guess it reminded them of home," Zeitman said in a telephone interview Tuesday with the Roanoke Times & World-News.

Growers Association, which has asked the federal market wine.

government for permission on its wine labels.

Virginia Rep. J. Kenneth Robinson, R-7th, was not pleased when he heard that the California winemen had asked the Federal Bureau of .Alcohol, Tobacco and Firearms for the designation.

Robinson sent out a news release in which he said it "represents an astonishing ploy by some grape growers in an obscure area of California to swipe the historic Shenandoah Valley name for exclusive use on their wine bottles and in their advertising."

Robinson, who represents an area of the Shenandoah Valley in Virginia where wineries have been started recently, urged Virginians to write the federal agency to oppose the use of the valley's name in California.

Virginia Lt. Gov. Charles S. Robb has asked the federal Bureau of Alcohol, Tobacco and Firearms to Zeitman is a member of deny the request of Amador the Amador County Grape County, Calif, to use the name Shenandoah Valley to

In a letter Wednesday to the chief of regulations and procedures for the bureau, Robb said, "It disturbs me that Amador County is trying to ursup the name that is so closely associated with Virginia.

"Of even more concern is that California would try to pre-empt our expanding wine and table grape industry, some of which is centered in Virginia's Shenandoah Valley," Robb said. "This is a matter of serious concern to a great number of Virginians.

"I ask that you deny the California request for designation as the Shenandoah Valley Virticultural Area," Robb's letter concluded.

Zeitman said the controversy stems from the federal bureau's ruling that in 1983, wineries will have to tell on the label where the grapes came from. Thus, the 14 wineries in the California valley have nandoah Valley" on the fusion.

Federal regulations, he said, won't allow the wineries to use Amador County. or the name of any governmental subivision as the orgin of the grapes that made the wine.

Robinson had said earlier that federal officials have admitted that designation of such an area in California "could result in consumer confusion concerning grape and wine origin."

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In his case, he said, the address plainly would be Plymouth, Calif., and "I don't see where there would be any consumer confu-

He said he believes the asked for designation as the Shenandoah Valley of "Shenandoah Valley Virginia winemakers could Viticultural Area," which do the same thing and the will allow them to use "She- address would clear up con-

STEALING NAME Editor, Daily News-Record:

A situation has recently developed with the name Shenandoah Valley which we think merits your attention and prompt action of your readers.

The Amador County Wine Growers Association (California) has petitioned the Federal Bureau of Alcohol, Tobacco, and Firearms (BATF) to designate an area of that state as the Shenandoah Valley Viticultural Area. This would in effeet prohibit that designation from being used by present and future vineyards here in the Valley, would cause huge public confusion, and is a ludierous, transparent attempt to steal the famous name.

Congressman J. Kenneth Robinson (after being informed by the Shenandoah Valley Travel Association) has picked up the ball, and has brought national attention to the

BATF has a written comment period (until June 12, 1981) for peo-

ple to give their opinions on the matter.

Accordingly, we urge you to write the agency at the following address to register your feelings (if possible, also send SVTA a copy):

Chief, Regulations and Procedures Division

Bureau of Alcohol, Tobacco and

Washington, D.C. 20044. Attn: Notice No. 371.

Thanks very much, and please get in touch if you have any questions.

Meriwether German Executive Director

Shenandoah Valley Travel

THE SHENANDOAH VALLEY-HERALD WOODSTOCK, VA., THURSDAY, MAY 21, 1981

Editor

A situation has recently developed with the name Shenandoah Valley which we think merits prompt action.

The Amador County Wine Growers Association (California) has petitioned

the Federal Bureau of Alcohol, Tobacco and Firearms (BATF) to designate an area of that state as the Shenandoah Valley Viticultural Area. This would in effect prohibit that designation from being used by present and future vineyards here in the Valley, would cause hugh public confusion and is a ludicrous, transparent attempt to steal the famous name.

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> Meriwether German Executive Director Shenandoah Valley Travel Assn.

News-Gazette, Lexington, Virginia May 27,

Californians Try To 'Steal' Name

Editor, The News-Gazette:

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MERIWETHER GERMAN
Executive Director
Shenandoah Valley
Travel Association
New Market
May 18, 1981

Protect Valley's Name

A situation has recently developed with the name Shenandoah Valley which we think merits your attention and the prompt action of your readers.

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Meriwether German, Executive Director, Shenandoah Valley Travel Association, Box 488, New Market, Va. 22844.

PAGE NEWS AND COURIER, LURAY, VA. THURSDAY, MAY 21, 1981

Protecting the Valley name

New Market, Va.

Editor.

Page News and Courier:

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Merriwether German Executive Director Shenandoah Valley Travel Association

- HICKLEY LO BRADER CONTRACTOR STORAGE NO. D. LA MARCH NEW BECKER AND STORES

7th VIRGINIA CONGRESSIONAL DISTRICT

LIM LIEUMILATE BUT DATE

WASHINGTON, D.C., (July 16, 1981) -- Seventh District Congressman J. Kenneth Robinson (R-Va.) received notification today from the Bureau of Alcohol, Tobacco and Firearms in the Department of the Treasury that the public comment period has been extended until 13, 1981, on a petition filed by certain California vintners for designation of their area as the "Shenandoah Valley Viticultural Area."

Robinson, who represents a large part of Virginia's Shenandoah Valley, issued the following statement:

"IT HAD BEEN HOPED THAT THE BUREAU OF ALCOHOL, TOBACCO AND FIREARMS WOULD BE PREPARED NOW TO REJECT THE PETITION OF CERTAIN WINE PRODUCERS IN AMADOR COUNTY, CALIF., FOR THE EXCLUSIVE DESIGNATION OF THEIR AREA AS THE 'SHENANDOAH VALLEY VITICULTURAL AREA.' AFTER ALL A GREAT MANY VIRGINIANS HAVE TAKEN TIME TO MAKE PLAIN TO THE BUREAU THAT THIS CHERIST PLACE NAME TRULY BELONGS TO VIRGINIA, AND NOT TO CALIFORNIA.

"UNFORTUNATELY, HOWEVER, OUR HOPES HAVE BEEN DASHED, AT LEAST TEMPORARILY, BY THE BATF'S EXTENSION OF THE PUBLIC COMMENT PERIOD UNTIL JULY 13TH. IN THE MEANTIME, VIRGINIAN INTERESTED IN PRESERVING THE HISTORIC SHENANDOAH VALLEY NAME FOR EXCLUSIVE USE BY VIRGINIAN INTERESTS— IN THIS CASE BY THE DEVELOPING WINE INDUSTRY OF THE SHENANDOAH VALLEY— SHOULD CONTINUE TO PRESS THE COMMONWEALTH'S CASE REFORE THAT AGENCY.

"I INTEND TO WRITE IMMEDIATELY TO THE APPROPRIATE BUREAU OFFICIAL TO REQUEST AN OPPOR
TUNITY TO TESTIFY ABOUT THIS MATTER SHOULD PUBLIC HEARINGS BE SCHEDULED LATER THIS YEAR, AS
APPEARS LIKELY. I WOULD ENCOURAGE OFFICIAL SPOKESMEN FOR OTHER CONCERNED GROUPS AND
ORGANIZATIONS IN VIRGINIA TO DO LIKEWISE."

500 Join Battle To 'Save' Valley

By ED BERLIN N-V Staff Writer

Some 500 area residents have signed petitions protesting efforts by a group of California wine producers important asset - probably to use the name "Shenandoah Valley" in their labeling and advertising. And more signatures are expected by this evening's deadline, according to Barrett Crane. executive director of the Waynesboro-East Augusta Chamber of Commerce, which has spearheaded a campaign to prevent "confusion, over the two geographic regions.

Mr. Crane told Chamber directors last night that the petitions will be dispatched to the U.S. Bureau of Alcohol, Tobacco and Firearms, which currently is seeking to establish a national identification system for the wine industry.

. Pointing out that Virginia's Shenandoah Valley has a wine industry of its own and that Indians named the place "as early as 1512," the petitions call upon the federal agency to deny the Californians' application to adopt the term "Shenandoah Valley Viticultural Area."

In support of the protest, Chamber Director Bertram Hopeman said he has found in visits abroad that Europeans readily identify with the

Shenandoah Valley, even more so than with the name Virginia. The Valley, he said, is "internationally known" and its name is "a very more so than we realize."

Joining the Chamber in its

(Turn to Page 2, Col. 4)

PETITION

(Continued From Page 1) effort to preserve the name are Seventh District Rep. J. Kenneth Robinson, the Shenandoah Valley Travel Association, the regional Economic Development Council, Valley wine producers and others.

The board also reaffirmed its support of President Reagan's economic program, calling upon members to write letters to Virginia's senators and congressmen endorsing, in particular, Mr. Reagan's three-year tax reduction proposal.

On another matter. Vice President G. X. Criner reported a profit in excess of \$1,400, and possibly as much as \$1,600, on the recent Chamber-sponsored Spring Fling, based on the sale of about 950 tickets. Noting that making a profit was not the primary objective, he said, "This project shows we can achieve any goal we set out for. The Spring Fling spirit is still alive and well despite the fact that the Staunton-Augusta Chamber did not participate this year. We have a viable project here and we ought to keep it up." Applause greeted his report.

- Energy Chairman Frank Shiflet said his committee is continuing to pursue three major projects: the development of "Park and

Ride" stations at the Delphine Ave. and U.S. 340 intersections with I-64: joining in a regional "RideSharing" program similar to one in Charlottesville; and establishing a collection of energy publications at the public library. To promote the latter project, he said, contributions totaling \$200 have been made by General Electric, FMC Corp., Creupton Co., Wayn-Tex Inc., and Hopeman Brothers.

Mr. Crane reported that a recent EDC-sponsored tour of industrial sites conducted by Augusta County Planner Hatold Ralston proved to be "very worthwhile - he did an outstanding job."

THE RICHMOND NEWS LEADER RICHMOND, VIRGINIA D. 114,300

MAY 29 1201

Dallon Opposes Celli. 'Shenandoah'

By RANDOLPH GOODE

California can have the Golden Gate Bridge, freeways, avocades, Gov. Jerry Brown, earthquakes, its coastline, cable cars, movie stars, singles bars, het tubs, Steve Garvey and its wine-growing regions.

But by history, tradition and geographical designation, the Shenandoah Valley belongs to

Virginia, says Gov. John N. Dalton.

The governor is the latest in a growing list of Virginians to scorn an effort by the Amador County Wine Grewers Association of Planoeuth, Colif., for approval of a "Shenandoah Valley" viticultural area in that state.

The request is in line with a move by the scderal government to establish official Moetican wine regions, as is the case in France.

Annador County's wine growers want the exchairs you of the name "Sheanadooh Valley" for wine to cling and advertising.

They say in a potition to the federal Bureau of Medial, Tobacco and Firearms that there actually is a Shenaudoch Valley in their region, which is just east of Sacramento.

TERRITORIES CHARGE

"I stremunally object to this petition, which is on exploitation of a geographical designation that has been historically and traditionally are ocluded with . . . Virginia for over three centaries," Palton wid in a letter to Thomas George, elsiof of the regulations and procedures division in the testeral agency.

"In their attempt to pre-empt the Shearaideah Valley name for their use, the putitioners state in their application, in part, 'Shenandeah isn'i

really a valley at all, just a depression between two ridges," Dalton wrote,

"On the contrary," he continued, "the Shenandoah Valley of Virginia is much more than that, not only to native Virginians, but to the rest of the world."

"It is a birthplace of presidents, inventors and war heroes. It is one of America's natural wonders with its panoramic beauty. It has been the in spiration (or foll love, films and literature. Its spectacular secucity annually attracts tourists by the thousands,"

A COMMENTE FOR THE PARTY AND THE PARTY.

Palton pointed out that Virginia's valley is the hub of the global acquired tural industry with apple or chards, postery processing, meat packing and drivy operations, not to mention the Old Presidion's own conceging wine industry.

In his letter, Dalton said it is his undersicusing that the labeling regulations "are intended to alleviate, not exacerbate, consumer centusion over the origin of a particular wine."

Pespite the fact that Virginia and California are miles epert "in reography and ideology, we do believe an equitable solution can be found to this problem,' Indeen said.

Propagation Alexdor County wine growers should I now that Virginia originally even had a chain to that value in California that carries the Sh mandardi name,

Evon 1992 natil 1763, Virginia's boundaries entent I ment ness and took in virtually all of the West Coast, furtheling California.

And to think that Plymouth, Mass., once tried to claim the first Planksgiving.

WILCUS SY CAN NEWS 531525 Balance 5 31525

MAY 25 1981 号生

'What's In A Name?

Folks in the western part of Virginia feared double-barreled thievery when they heard that a group of California wine growers wanted to blazon their product containers with the name, "Shenandoah Valley."

Cur Virginia Shenandoah pecple, especially those who are in the area of the valley where there is a budding wine industry, widely interpreted this as a blatant effort to trade on the wellknown Virginia area.

Their indignation reached heights previously achieved by Virginia hog growers and processors when assaulted by advertising for "turkey ham," or by Scots when Japan began marketing a "Scotch" and by the French when they found they could no longer monopolize the label "champagne" on their bubbly wine.

However, it appears the California request of the Federal Bureau of Alcohol, Tobacco and . Firearms for the Shenandcah Valley designation is not simply a

trumped up effort to trade on a familiar name. EDITO FALT

According to a winery owner in the Sierra foothills east of Sacromento, California has a Shenandoah Valley. He lives there and has winery is there along with othed who comprise the Amador County Grape Growers Associa-(10%.

Thour request for the valley difficultien is due to a new regulitten of the federal bureau that, Lighning in 1983, wineries will have to tell on their labels where the grapes come from. The regulations will not permit uses of any governmental subdivision such as Amador County, hence the request for Shenandoah.

The regulation also requires the winemaker's address so in the smaller print at least, the label v ould bear a California identity.

Fresumably, since the Virginia Shanadoah Valley wineries will have to conform to the same regulation, charater two of this saga might well be "Who gets the Shenadoah Valley designation?"

MAY 24 1981 055

Winderstand Typin and

Washington Post

WASHINGTON — The Indians named it, George Washington surveyed it, and now, some Virginians claim. Californians are trying to filch its good

Wine makers in Virginia's Shenondosh Volley, a 119-mile-long vale celebrated in song, Civil War love and travel brocheres, are popping their corks over wine makers in and I et She and can Valley 3,000 miles aviag in California. Those vintners have stirred the wrath of Virginia grape grovers by asking the federal government to grant them exclusive rights to the words "Shenan-

doah Valley" on their vine bottles.
"The Collignment surely must have a wealth of their own historic names to use, without trying to pre-empt one of the proudest, most treasured names in all Virginia," fumes U.S. Rep. J. Kenneth Robinson, a Republican who doah Valley.

He characterizes the West Coast action as "an astonishing ploy by some grape growers in an obscure area of California" and has appealed to Virginians, who are attempting to develop their own wine industry, to fight the

But Ken Deaver, a California vineyard owner and representative for the grape growers in the Golden State's 10,000-acre Shanandouh Valley, it adamant about the claim. He says his valley may be less run in Moury than Malle, there, produces along guidence. Virginia's but for the past 100 week his year.

has been the more famous for grapes.

"We see not trying to take anything away from the Virginia Shenandoah Valley area," asserts Deaver. His family has grown wine grapes in the California valley 40 miles east of Eduramento since 1050; one year before it was named by iscore Vicrimians who said a receivible it ein of home.

The Enterprof Machall Tuberto and Fig. time (BATF), to lear over the multiplies wine industry, provided and distance when it revited his regulations the fundago forest like with preferance be more precise about the origins of their integes. Dy 1983, only one product the country will be able to use "Shenendeah Valley" on its labels and zd: utising.

What has already happened is that two wine makers. Shenandous Vineyards of Edinburg, Va., and Shenandoah Vineyards of Plymouth, represents most of Virginia's Shenan- Calif., are facing the loss of a brand that each established four years ago.

> "I didn't know another Shenandoah Valley existed," says James Randel, a New Jersey utility executive who with his wife, Emma. converted a Virginia family farm into a cheyard in 1977. "When I found out they (the Californians had applied for the bluestdeah designation) I was somewhat upact."

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MAY 27 1981 GALL

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Winemakers in Virginia's Shencadoch Valley, a 110-mileleng vale celebrated in song and Civil War lore, are popping their corks ever winemakers in another Shenandoah Valley 3,-600 miles away in California. Those vintners have stirred the wrath of Virginia grape growers by asking the federal government to grant them exclusive rights to the words "Shenandoah Valley" on their wine bottles.

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But hen Prover, a California viceya di evicer and representative or the grace growers in the General Evice's 10,000 acres to maid to the Calin. He says his villey may be beautiful in history than Virginia's, but for the List (60 years) by has been the race formers to grace 5.

"We are not trying to take on this acrey from the Virginia Sheumdoah Valley area," Denver cays, His family has even wine graces in the Collinaia valley 10 unles east of Secramento since 1680, one year tener it was named by conce Virginians who said it remainfullibem otherms.

The Bureau of Alcohor, 10-bacco and Firearms, which oversees the nation's wire industry, provoked the dispute when it revised its regulations two years ago to require winemakers to be more precise about the origins of their vintages. By 1983, only one area of the country will be able to use "Shenandoah Valley" on its labels and advertising.

"We realize that this issue is very controversial, but we are obligated to go forward and make a decision based on the facts presented," says Stephen E. Higgins, the bureau's deputy director, in a letter to Robinson

Tom Minton, another buveau official, says he doesn't know when — or if — the agency can fully resolve the issue. "If they both demand Shenandoah Valley, I don't know what would happen," he says.

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applied for (the Shemadeah
designation) I was pracethat

The Sherredeah Viresards in California is owned and operated by Leangard Shirley Sebon and Gamily: Their winery, one of 10 in the Phenandeah Velley there, prelifects 6,624 pollous a year. While the 10,084 pollous producat by Virejinia's 55 and don't vineyards are not marketed outside the state, the Sabons ship their wine to more than a dozen states and the 165-trict of Columbia.

If some grape growers are trying to could conclidency, many Virginians aren't. Their letters to the federal covernment over the issue rend like a call to arms. "Step the people in California from bestardizing a proud and beassable name," wrote William for der of Harrisonburg.

"I suggest that you send that poole a map with the worlden pertion of Virginia circled prominently, and a free ticket to the James Stewart movie Nacouncoah," wrote Lulu M. Williams.

The Shenendoah file also contains a letter from Virginia Gov. John N. Dalton that calls the state's Shenandoah Valley "a place of cherished traditions that live in the minds and hearts of people all over the world."

But the ultimate broadside against the Californians may have been delivered by Robinson in a newsletter to his constituents

"I'm at a loss to explain it," he viote, "other than to point out that this fiddling around with our Virginia-owned title originated in an area situated north and west of Fiddletown, California."

MAY 2 6 1981 - C/44.

Basi and West having a vine fight

WASCONGTON (AP) — During the Civil War, the battle for Shenandach Valley involved blood. Teday the fight is over wise, and there are two Shenandach valleys.

One of them is the historic leer. In Va this where Cen. Elmand Hackery once come to prominence and where Vigania's deciping wine industry new interior.

The other is 2.250 miles away in California. It doesn't bave the came historic significance, but wine grapes have been

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Wineries in both places market "Shence look Volley" wine. The confirm prespect is seld only in Virginia. The western wine is really blook of Columbia.

Unless federal magnitions are changed, by 1973 maly one valley will be able to use the geographic designation.

California's Shenondoah Vinyards, operated by Leon and Shirley Sobon and family, set off the commotion in the eastern valley when it asked the Eureau of Alcohol, Tobacco and Firearms to award use of the name to the western valley at out 40 miles east of Cacraterrio.

Two years are, the largest adjected regulations regaring vintures to be more precise about the origins of their wine and limiting to a single specific area the use of names such as "Shenandogh Valley."

WINCHESTER, VA. STAR 2. 12,188

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CHICAGO, ILL. DEFENDER DAILY 20,891 (B)

MAY 14 1981

Bin Process Colling to form to have Colling

WASDIMETERS of Childrenia wine prosumer: of laying to "swipe" Virginia's distoric Shenandoah Valley, of lepte Virginia Congressiona charges.

Republican Res. J. Renneth Rebinson said perse reservers in California's Asiadra County have asked the U.S. The extinct to designate Beir persing area as the "Shenandonh Velley villent-tural area."

Robinson said the California growers were trying the swipe the historic 'Shenandaak Valley' name' for their can use on the wine buttle telekaand in Avertising

"The Californians successmust bave a weaking for the and bistoric names to one, without trying to pre-empt one of the mountest, most tremagnet or the in all Virginia," be sold.

The Congressman said his at forts to keep California (2005) making off with the historic manager supported by the Shenguden's Valley Travel Association and the Valley's "budding wine industry."

The California regress for some of the name was leade to the Treasury Department's Russess of Alcohol, Tobacco and Theorems." Frotesis much be filed with the accept by June 12, Redianous soid.

He said hurcan officials concrete the proposal is "highly controve, sial" and its approval could can, fuse consumers.

"In fact, the BATE may be forced to hold a public bearing on the issue later on, due to the isoteness of a number of Vigelia ans. about this matter," Dobbered said.

United Press International

AKRON BEACON JOURNAL AKRON, OHIO D. 165,532 SUN. 215,662

MAY 24 1981 GAL. Two valleys fight over

Associated Press

WASHINGTON - During the Civil War, the battle for Shenandoah Valley involved blood. Today the fight is over wine, and there are two Shenandoah val-

One of them is the historic locale in Virginia where Gen. Stonewall Jackson once came to prominence and where Virginia's fledgling wine industry now is trying to.

The other is 3,000 miles away in California. It doesn't have the same historic significance, but wine grapes have been grown there since 1850, the year before some transplanted Virginians, reminded of home, gave it its name.

Wineries in both places market "Shenandoah Valley" wine. The eastern product is sold only in Virginia. The western wine is available in 12 states and the District of Columbia.

Unless federal regulations are changed, by 1983 only one valleywill be able to use the geographic designation.

California's Shenandoah Vinvards, operated by Leon and Shirley Sobon and family, set off the commotion in the eastern valley when it asked the Bureau of Alcohol, Tobacco and Firearms to award use of the name to the western valley about 40 miles east of Sacramento.

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Other Virginians are upset more than

people in C

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"I suggest you that you send these people a map with the western portion of Virginia circled prominently and a free ticket to the James Stewart movie Shenandoah," wrote Lulu M. Williams of Winchester, Va. Tom Minton, an official of the bureau, said he didn't know what would happen if a Virginia vintner also applied for the designation. "The Californians surely must have a wealth of their own historic names to use without trying to preempt one of the proudest, most treasured names in all Virginia." said Rep. J. Kenneth Robinson, the Republican who represents most of the Virginia valley.

Robinson said the West Coast action is "an astonishing ploy by some grape growers in an obscure area of California." somewhat.

Stephen E. Higgins, the bureau's deputy director, told Robinson in a letter that "we realize that this issue is controversial, but we are obligated to go forward and make a decision based on [ederal officials, Foster to

urged: "Stop the from (ursurping) aname." 0000

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STOTION S

Consumer Confusion

Depending on the nature and extent of the comments received by the Bureau through Friday, a public hearing on the application may be scheduled before a decision is made on the request for designation of the viticultural area.

The Bureau is entirely correct in intimating in its notice that "consumer confusion" might be likely if the requested designation led to the warketing in the wine trade of "Shenan-

doah Valley" wines produced in California. It may be, as claimed by the Californiuns, that wine grapes have been grown in that part of Amador County for many years. It may be that at least one winery out there uses "Shenandoah Valley" in its name (just as at least one in the authentic Shenandoah Valley, here in Virginia, does). It may be true that many California place names have become well known across the nationa few even for wines, such as the Napa Valley; but from history, song, story, and tourism, the Shenandoah Valley has become indelibly identified with Virginia in the national consciousness.

Virginia now has a significant and growing wine industry of its own. It will be awhile yet before regional appellations of origin for Virginia wines become important to connoisseurs, but the designation of several Virginia viticultural areas, including one for our Shenandoah Valley, is a supportable concept. Even now, a group of wine grape growers and wine makers in Albemarle County have pending an application for a Monticello Viticultural Aren, which should please the shade of the viticultural pioneer of that region, Thomas Jefferson.

Borrowing Names

recalls, incidentally, specious contention of the Californians that we in Virginia should not be milled by their seeking to appropriate the Shenandoah Valley name for commercial purposes, in that many place names in the United States have been borrowed and reborrowed, often first from another land. Indeed, Mr. Jefferson attached an Italian name to his belovedestate near Charlottesville, but who in this country with even slight exposure to the history of this nation new would think first of Italy when hearing the name Menticello?

The wine growers of Amador County, California, have their headquarters in Plymouth, California, This undoubtedly is a pleasant community, cherished by

its residents. But, nationwide, how many Americans would think of other than Massachusetts, and the landing place of the Pilgrims, at the mention of 'Plymouth''?

Governor Dalton of Virginia, in a portion of his May 18 letter to the Bureau, summarized the issues well:

"We do not use California names on Virginia wines and believe that California should not be permitted to expropriate a name that is distinctly Virginia's for use in selling wine. I have attached some information which emphasizes the significance of the Shenandoah Valley and its name to the State of Virginia.

Adverse Effects

"It is our understanding that the [Bureau's] labeling regulations are intended to alleviate, not exacerbate, consumer confusion over the origin of a particular wine. The Amador County petition would most certainly achieve the 4 latter, as well as have a profoundly adverse effect on Virginia's wine industry. In addition, many other Virginia industries and business enterprises which are connected to the words 'Shenandoah Valley' would be adversely affected.

"Although California and Virginia are several thousand miles spart in geography and ideology, we do believe an equitable solution can be found to this problem. There can be no doubt that the Shenandoah Valley belongs to the Commonwealth of Virginia, and the use of the designation Shenandonh Valley as a viticultural area should be reserved for

use in Virginia.

"The Amador County petition, if approved, would prevent Virginians from using the Shenendoah Valleyname to promote our own viticultural area now or in the future. Therefore, we respectfully request that the subject petition be denied and that the designation Shenandoah Valley be reserved for designating a viticultural area in perpetuity for the Commonwealth of Virginia."

EDITORIAL PAGE
The California Land-Grab The Richmond News Leader

Today's guest column by Seventh District Congressman J. Kenneth Robinson gives the history of a brazen "alifornia attempt at a land-grab.

California vintners want nothing less than to snitch a fine Virginia name for

use by themselves alone.

It is as though, for instance, Virginia vintners sought to procure to themselves the use of "Los Angeles" in labeling their own wine - assuming anyone would ant to drink any wine so labeled.

As Congressman Robinson notes, Friday is the deadline for receipt of comments on the California proposal. Such comments - and they all ought to criticize the proposal - should be sent no later than Wednesday to:

Chief, Regulations and Procedures Division, Bureau of Alcohol, Tobacco and Firearms, Box 335, Washington, D.C. 20044.

Write, right now.

By J. Kenneth Robinson

WHILE THERE IS no harm in finding a little humor in the current fuse between Virginia and California interests over the paramount right to use

The writer is a Congressman representing Virginia's Seventh District, which encompasses much of the Sheaandoah Volley. Editorial comment at left.

of the name of "Shenandoah Valley" in the context of a wine-producing region, it is important to keep in focus the substantial historic and economic considerations involved.

The matter first was brought to myettration by Merlwether German, Ex-trutive Director of the Shemandrah Wiley Transportation, He noted it an association of wine grape Howers of Amador County, California, had applied to the Treasury Depurtment's Eureau of Alcohol, Tobacco and Firearms for designation of an area of approximately 10,00 acres in that county as the "Shenandoah Valley "licultural Area."

and what does the Treasury Departat the to do with it? The concept, and sublished in a number of other the partitions countries, recent edofficially by the Treesury in a resultinry action in 1978; more parthe dar rules for establishing such are as in the United States were published in 1979. The regulations allow the name of an approved viticultural area "to be meet an appellation of origin on wine Labels and in wine advertisements."

Among the requirements of such a designation are:

"(a) Evidence that the name of the proposed viticultural area is locally and/or nationally known as referring to the area specified in the petition:

"(b) Historical or current evidence that the boundaries of the viticultural area are as specified in the petition;

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

Grapes of Wrath

On April 7, I wrote to G. R. Dickerson, director of the Bureau of Alcohol, Tobacco and Firearms, "to record the most earnest objection to the unwarranted proposed pre-emption of the Shenandoah Valley name, historically established as a major Virginia region, by a small California area.'

Lemphraized that "the economic impact of approval of this California application would be most serious with respect to the existing and growing wine industry of the Shenandonh Valley of

In a notice in the Federal Register of April 13, inviting comments until June 12, on the application by the California group, the Bureau acknowledged that grapes of wrath might ripen rapidly on , Virginia vines:

"The Bureau is very concerned about the likelihood of consumer confusion concerning grape origin if the name 'Shenandoah Valley' is used to identify this viticultural area. . . . The Shennadoah Valley of Virginia, for which this area of California was named, is well

known. Comments concerning these two geographically designated names are particularly requested. . . .

(It appears that the name "Shenandoah Valley" was given to the relatively small region in Amador County, California, by nostalgic settlers from the Old Dominion in the mid-1300s. While the designation appears on large-scale maps of the United States Geological Survey, I have not been able to find it set forth on the official California Visitor Map or the official California State Transportation Map.)



Congressman Robinson

omment Period Extended

Velley Merre Squelble Centerns

By Tim Justice

aving aiready received comments of several local governing bodies, the U.S. Bureau of Alcohol, Tobacco and Firearms has extended the comment

tion of Amador County. Calif., to establish that area as the Shenandoah Valley viticultural area.

Alan Kinne of the Shenandoah Vinevards near Edinburg has filed a counterrequest to the proposal and has received support from 7th District Rep. J. Kenneth Robinson and the Shenandoah Valley Travel Association.

The Shenandoah County Board of Supervisors, the Mt. Jackson Town Council, the Woodstock Town Council and the Edinburg Chamber of Commerce have also written the bureau opposing the California county's reauest.

A viticultural region is a grape growing region with established boundries, climate, soil, elevation and other geographic features that distinguish it from surrounding areas.

In a recent statement, bureau officials said that because of intense interest in the California request, they were asked to extend the comment period.

The proposed Shenandoah Valley vicioustural area imately 10,000 acres located

period to July 13 on the petitown and to the north and east of Plymouth, Calif.

In a May 14 letter to Robinson expressing the sentiment of the supervisors. County Administrator John Cutlip called the Shenandoah Valley of Virginia "A world renowned landmark" which is "the recipient of a great admiration and recognition from all facets of life - economic, social and cultural."

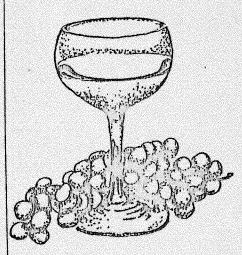
To allow the California area the use of the name Shenandoah Valley on its wines would be "not only detrimental to Virginia's own wine industry, but also misleading to people wherever the wine is marketed." Cutlip said.

While the Edinburg Town Council did not have time to

react to a proposal to support the local opposition to the request, Town Clerk Doris Stover said Wednesday the council would consider such action.

The original notice was published in the Federal Register April 13. Comments should be mailed by July 13 to: Chief, Reguiations and Procedures Divisian. Bureau of Alcohol. Tobacco and Firearms. P.O. Box 385, Washington, D.C. 20044.

Sour Grapes



More than a century after Sheridan's Raid, a new battle over the Shenandoah Valley is fermenting this one between winemakers in Virginia and California.

Californians from the Shenandoah Valley section of Amador County, about 30 miles east of Sacramento, have asked the federal Bureau of Alcohol, Tobacco and Firearms to designate their region as the official "Shenandoah Valley viticultural area."

If the California vintners were, allowed to put "Shenandoah Valley" on their bottled wine, their product would classify as an "estate wine," a prestigious designation that commands higher prices.

Not surprisingly, this has angered winemakers in Virginia's Shenandoah Valley, who view the Californians' move as nothing short of highway robbery. Alan Kinne, a spokesman for Shenandoah Vineyards near Edinburg in Shenandoah County, says there's a lot of money involved in the battle over the name. Virginia wines already are competing with the California product in many markets.

Kinne says Virginia's three Shenandoah Valley vintners would like the designation themselves and have filed a counter request.

And, in a jab at the Californians, Kinne charges their Shenandoah Valley isn't really a valley at all, but a measly 10,000-acre patch of land between a few hills, which homesick settlers just happened to name after the real valley 2,000 miles east.

HIGH POINT, N.C. ENTERPRISE D. 30,371 SUM. 30,669

JUN 1 0 1981 6/4

Shonamdoch: Virocensus

WASHINGTON (AP) — During the Civil War, the battle for the Shenandonh Valley involved blood, 'today the fight is over wine, and there are two Shenandonh valleys.

One of them is the historic locale in Virginia where Gen. Stawwell Jackson once came to prominence and where Virginia's fledgling wine industry now is trying to.

The other is 3,000 miles away in California. It doesn't have the same historic significance, but whee gropes have been grown there since 1850, the year history came to a planted Virginians, retuinded of house, case II its name.

Wherler in both places morbet "Sheopudeab Voles" wins the solern preduct is sold onto be

Virginia, The western wine is available in 12 states and the District of Columbia.

Unless fed and regulations are changed, by 1923 only car vall as all be able to use the group relies decisions for

California of the non-lock Vinyards, operated by Lern and Shirtly Cabon and Funity, set off fire commotion in the eartern valley when it asked the therms of Alcebel, Tobacco and Firearins to system of the none to the western valley about 10 calos east of Sacremento.

Two years are, the busing adopted regulations respiring vinters to be more proving about the printers of the wave and findling to a single

sp. aftle area the use of names such as "Chenon-de b Valley."

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support the tename product many than term

The all testing most must have a wealth of their can his tractice to the excitent trying to prompt on a first reading, recent tractical names in all theory, and they a. Remath Rabinson, the hypothese theory presents most of the Virginia value.

Mirhumm Thurs-Disputch RICHMOND, VIRGINIA D. 193,650 SUN. 211,792

JUN 121991



Voice of the People

Oh, Ghenandooh: Ours, Not California's

I way hor kell and amaged to read of the freely of California vintuers who warged to label it six sipe "Shenardoch." All the world be sea that the Shenardoch Valley is in Virgania, as is the Shenardoch River also.

I was tora in England, and came here 17 years ago In mychildhood I learnt the song "Oh Shen mdoch, I love your daughter" and even attended an International Girl Scout Jenforce in Sweden where girls of many nation; sang that song together, and we all knew where the Shenandoah was. Webster. Dictionary describes both the valley and the river as being in Virginia, and how those Californians, under the pretext of some tenuous claim to having migrated from here in the mid-19th century, could have the audacity to label their wine "Shenandoah" is beyond me

wine "Shenandoah" is beyond me.

Let them stick to their Spanish heritage and names, and leave Virginia's Indian heritage alone. At least our Shenandoah will never sink into the Pacific Ocean.

Richmond P. WILLIAM P. HILL JR.

HARRISONS JRG, VA. PLWS RECORD D. 20,750

JUN 1 6 1981



Wine Petition

Deadline Set

the Rureau of Alcehol, Tobacco and Archims has extended its comment to real to July 13 on the petition to a 1-1-1/2 h; he randoch Valley in Amador Counts, Celif as a viticultural area.

A vitlenthural area is a grope growing to clear with established geographic teatures.

The proposed Shertandoah Valley timeltural area would consist of approximate y 19,000 acres.

the move has been protested by vicinia wincomakers, who say that defination should apply to the Virginia view alone.

Comments should be mailed by July 13 de. Chief, Regulations and Procedures therein, Bureau of Alcohol, Tobacco and Lucanus, P.O. Box 385, Washington, P.C. 70444.

HE ALLAHIA JOHNNAL AND THE ALLARIA CONSTITUTION ATLAMA, GA. 501. A SUB. 505.830

7 1981 away from it despite inflation

By Linda Bronners Chicago Sun-Times

ne word "vacation" used to mean an opportunity to "get away from it all,"

Not anymore. No matter how dreamy that special getaway sounds, there's no escaping one big thorny fact of life — inflation.

In fact, the cost of travel accelerates far faster than the general cost of living, as measured by the Consumer Price Index, according to the U.S. Travel Data Center, a private Washington non-profit research group.

The organization's Travel Price Index soared 20.9 percent last year, while the Consumer Price Index was rising 13.5 percent, according to Bill Evans, research director for the center. Pushing up the cost of travel were gas prices, up 39 percent, and airline fares, which jumped 38.4 percent, Evans said. Intercity rail fares, taxi fares and lodging rates also climbed dramatically.

Not surprisingly, the volume of leisure travel during that period dropped more than 7 percent, according to the Travel Data Center.

But the travel industry is hoping that pent-up concurrer vacation demand will be unleashed this summer by

an improved economy.

"People still want very much to go on vacation," said Pat Duricka, spokeswoman for the Travel Industry Association of America. "They may scale down their plans if they have to, but they'll go.'

Accordingly, airlines, innkeepers, travel agents and tour operators are tempting Americans out of their homes

with a spate of cut-price incentives.

With some planning, a little resourcefulness and a lot of Hexibility. Americans on the go this summer should be able to make their travel dollars go just as far as their itineraries will take them.

The supply and demand principles dictating travel prices are little different from those in the general marketplace. Jetting off to a destination in peak season will cest a pretty penny more than visiting that same spot during the off-season.

Europe swings into high season during the summer months. The Carribbean, on the other hand, drops into slack season during the summer. Areas in a lull generally are the most affordable. Mexico, the Bahamas, the Virgin Islands, Florida and Arizona are among the summer's best vacation bargains, travel agents say.

Then there are places like Hawaii, which are popular year-round. The cost of travel and accommodations there shows little fluctuation over the seasons.

The biggest breaks this summer may come in the form of package deals that include transportation, lodging, admission to special attractions and often meals. The price tag on an all-inclusive package may be much lower than a trip whose component parts are planned and purchased separately.

The key in selecting a package that is right for the price is to make sure it offers no more and no less than your family needs or wants. There is no point in joining a charter replete with guided tours and activities to keep you on the go all day when you want rest and relaxation.

To get a jump on the summer's best buys, travel agents recommend that once you have an idea of where you want to go and how much you want to spend, consult

a reputable travel agent.

To take advantage of the lower travel rates, the family that plans and pays ahead will come out ahead. All the money-saving airline excursion fares, supersaver fares and family fares have well-defined restrictions, as do Amtrak, the motor coach lines, tour operators, resorts, hotels and motels.

If you are taking a camping or hiking trip, sleeping cheap is easy. Yogi Bear Jellystone Park campgrounds

are scattered throughout the Southeast, including two near Disney World in Orlando, Fla. Camper-trailer spaces

range from \$8 to \$12 a night.

KOA (Campgrounds of America) sites are located throughout the United States, Canada and Mexico. The nightly charge varies from \$6.50 to \$11.50 per night per couple. There are central washroom and laundry facilities on the campgrounds, as well as a convenience store, and in many cases a swimming pool and playground. Reservations may be made by calling 1-800-548-7063.

If you don't need a fluffy bed and the other amenities of a hotel, consider staying in a hostel. All you need is a sleep sack or sheet to cover your cot in dormlike facilities. American Youth Hostel members (individual annual membership is \$14; family membership is \$21) can bed down for an average of \$5 to \$10 a night in 50 countries.

The National Park Service maintains more than 325 campsites across the country and in U.S. protectorates such as the Virgin Islands. Tent sites start at \$5, and cabins, lodges and hotel rooms generally fetch between \$20 and \$40 a night Someref the parks accept reservations in advance, but most are on a first-conference, Aived basis. The most popular, like Grand Canyon, Smoky Mountains, and Shehandoah are listed with Ticke tron agents. For a free directory and man will to the "Natiodal Park Service, Washington, D.C., 20240.



6 1981 JUN

Mrs. Baymond Lachance

Coppinger-Lachence

Morriéd today at 10:30 am, at Bleesed Sacrament Church were Miss. Judith Mario Coppinger, daughter of Mrs. Yvonne Copping of 373 Combain St., and Raymond Louis Lachance, son et Mr. and Mrs Robert Lachance of Al Lague (M., Swanga).

The law Maurice Act trev eliterated A recogni tion tellowed at White's,

Mrs. Louise Bollengler war: matron of honor for her sister. The bridesmaids were Miss Leri Lachance, sister of fthe Shenandech Volley. the bridegroom, and Miss & the comple will live be read Patricia Berek.

L. Paul Collard escorted the bride. Richard Bollengier was best man. Ushers were Donald Lachance, brother of the bridegroom, and David Mello.

The flower girls were Rebecca Surette, and Janelle Colland.

A graduate of Bishon Gerrard High School and Pristol Community Col. lege, the brids held; an Associate's degree in nursing. She is a regge tered murse at Charling Memorial Herpital, Her bushand is a praduate of Bishop Connolly High School and the Kinyon Campbell School of Figs. ness. He served six years in the Coast Curry Reserves and in employed at Celini ter in Presidence,

After a honeymoon in



CLEARWATER, FLA. SUN & 87,000 SIML 88,255

MAY 28 1981 6 6

Shenandoah wine battle a tale of two states

WASHINGTON (AP)—During the Civil War, the battle for Sherandoah Valley involved blood. Today the fight is over wine, and there are two Shenandoah valleys.

One of them is the historic leade in Virginia where Gen. Stonewall lackson once came to prominence and where Virginia' Hedgling wine industry now is trying to do the same.

The other is 3,000 miles away in California II doesn't have the same bistoric significance, but wine grapes have been grown there since 1830, the year before some transplanted Virginians, reminded of home, gave it its name

Winerics in both places market "Shenandoah Valley" wine. The Eastern product is sold only in Victinia. The Western wine is available in 12 states and the District of Columbia.

Unless federal regulations are changed, by 1983 only one valley will be able to use the geographic designation.

California's Shenandoah Vinyards, operated by Leon and Shirley Sobon and family, set off the commotion in the eastern valley when it asked the Bureau of Alcohol, Tobacco and Firearms to award use of the name to the western valley about 10 miles cast of Sacramento.

Two years are, the buccau adopted regulations requiring vintuers to be more precise about the origins of their vine and limiting to a right specific area the use of prince such as "Shenandoah Valley."

"I didn't know another Shenandoah Valley existed," enid James Bardel, who opened his 6,000-gallon a-year Shenande di Vinyards in Edinburg, Va., in 1977. "When I found out they (the Californians) had applied for the (doi: often) I was somewhat upon

Other Variations are used more than some shall

"The Californiens surely must have a wealth of their own historic names to use without trying to preempt one of the proudest, most treasured names in all Virginia," said Rep. J. Kenneth Robinson, the Republican who represents most of the Virginia valley.

Robinson said the West Coast action is "an astonishing ploy by some grape growers in an obscure area of California"

In a letter to federal officials, William Foster of Harrisonburg, Va., urged: "Stop the people in California from (usurping) a proud and honorable name."

"I suggest to you that you send these people a map with the Western portion of Virginia circled prominently and a free ticket to the James Slexart movie 'Shenandeah,'" wrote Ladu M. Williams of Winehester, Va

Stephen E. Higgins, the bureau's deputy director, told Pobinson in a letter that "we realize that this is sue is controversial, but we are obligated to go forward and make a decision based on the facts presented."

JUN 4 1981 Effet

Shenandoah wine? When you call it that, smile

WASHINGTON—During the Civil War, the hattle over the Sherandoch Valley involved blood. Today the fight is over wine, and there are two Shenandoch valleys.

One of them is the historic locale in Virginia where Gea. Stonewall Jackson once came to prominence and where Virginia's fledgling wine industry now is trying to.

The other is in California. It doesn't have the same historic significance, but wine grapes have been grown there since 1850, the year before some transplanted Virginians gave the valley its name.

Wineries in both places market "Shenandeah Valley" wine. The Eastern product is sold only in Virginia. The Western wine is available in 12 states and the District of Columbia.

California's Shenandoah Vinyards, operated by Leon and Shirley Sobon and family, set off the commotion in the Eastern valley when it asked the Bureau of Alcohol, Tobacco and Firearms to award me of the name to the Western valley about 40 miles east of Sacramento.

Two years ago, the bureau adopted regulations that limit to a single specific area the use of names arch as "Shen adoah Velley."

"I didn't know another Shenandeah Valley existed," said James Randel, who opened his small Shenandeah Vinyards in Ellinburg, Va., in 1977.

"The Californians surely must have a wealth of their own historic names to use without trying to precipt one of the proudest, most treasured names in all Virginia," said Rep. J. Kenneth Robinson, the Republican who represents most of the Virginia valley.

Stephen E. Higgins, the bureau's deputy director, told Robinson in a letter that "we realize that this issue is controversial, but we are obligated to go forward and make a decision based on the facts presented."

Associated Press

CROSSVILLE, TENN. TIMES W. 5,880

MAY 1 3 1981

Bighielles

About People

WHAT'S IN A NAME?
There's a new "war between the States" brewing — between California and Virginia. Rep. J. Kenneth Robinson, R-Va., is up in arms because grape growers in California's Amador County want their area officially designated as the Shenandoah Valley Viticultural Area. Robinson accused the Californians of trying "to swipe the historic Shenandoah Valley name" and called for public hearings "due to the irateness of a number of Virginians about this matter."

Issue: Where is the Shenandoah Valley?

Essentially, the issue is where is the Enenandoah Valley.

People in Virginia say, where else but in Virginia. However, a group of of vintners in Amador County, California say that's not true.

In fact, they're laying claim in the Emenandoah Valley, at least it the name.

At issue is a petition by wine-the less that area known as the "Desiredah Valley" in Amador County to lieve their area designated the Shenandoah Valley Triouitural Area by the U.S. Pursau of Alcohol, Tobacco and Firearms

A viticultural area is a grape-growing region with established boundaries, climate, soil, elevation and other geographic features that disampuish it from surrounding areas.

Note Importantly to the fluidling windustry in Virginia's Schemenoach Valley is the fact that if the Californians get the viticultural designation, they will have exclusive labeling and advertising rights to the name "Shenandoah Valley."

And, politicians and government cfficials from throughout the Virginia Valley are crying "fini."

"This has always been the Shenandoah Valley," exclaimed Page County Supervisor Roy Comer at that group's special budget session Friday night—talk had drifted to the effort by the California group to obtain right's to the name. "There's no way they should have (the name.)"

Californians want the name, but Virginians already claim it

Comer apparently isn't alone in his objectors.

in the later (masch Valley, members of the the later (masch Valley, members of the these legislature and congressmen and somewhere gone on record as opposing the California group's petition.

That's pleased the local vintners who have a large stake in the matter, still, Rap. J. Renneth Robinson, R-7th District, has said he expects public hearings will be held before the matter is settled.

Although Virginia's Shenandoah Valley does not have a large wine-making industry, it is growing. The largest winery in the northern valley is Shenandoah Vineyards in Edinburg. There is one operating winery, The Vineyard, in Frederick County, and another, Tri-Mountain Winery and Vineyard, will open soon. Finally, just cuiside the valley is the Meredyth Vineyards near Middleburg.

Valley opposition has taken the form of partitions and mail in a write-in campaign to the bureau. The outpouring has been so strong, Patricia Murphy, a bureau public information officer, said that this week

the bureau docided to extend the period for committee to be recurred to be recurred to July 15 so everyone with an interest in the matter will have a change to record.

Originally, comments were due by June 12.

"So for we've had been less or 107 comments of 1021 to inclusive use of the Shemandon's name by the Californians also sale wand two are in favor."

She added that the bureau also received two petitions, one with approximately \$11 agnatures, and another with about \$10, from valley residents opposing the California petition.

No petitions have been received from Californians, she said.

Although she didn't have a breakdown on how many of the more than 130 comments opnosed to the California petition were from Virginia, she said the issue of the viricultural area and the responses appeared to be divided along state lines.

"The vote sounds great so far," said Robert Viehman, owner of The Vineyard near White Hall. "The purpose of establishing (viticultural) areas like these is so that they will be readily recognizable," he added. "If they grant the switch in names, I think they would be defeating their purepose."

Joseph Geraci, who begues commercial operation of the end of the common of his Tri-Hountain. Wherey on the provide smalling the Free who will worke County lines near the line own, was also heply but counting about the results of the tri-less remarks.

"I'm very told pleased, "ne said,"but II it's a regreeted marid, they may be able to use 1, anyway."

Replies the selection continues the results that the results to the results of th

Tight of the salutated in the forget valley residence to oppose the Collisionia petition.

"I'm not surprised at the empression of a prior claim to the use of the Shenandoah Valley name," he said of the opposition empressed by valley recidents.

But he said there will probably be public hearings by the bureau to get further comment before a decision is made.

Mi. Murphy said that at this time no decision has been made on whether to hold hearings.

Ens added that while the overwhelming opposition to the petition will carry a lot of weight in making a final decision, "anything can happen" if public hearings are held.

JOURNAL HERALD

DAYTON, OHIO
D. 100,018

Shenandoah No. 1 popping its cork over No. 2's wine

1. . . . By Deals Collins

Los Angeles Times/Washington Post Service

WASHINGTON — The Indians named it, George Washington surveyed it, and now, some Virginians claim, Californians are trying to filch its good name.

Wine makers in Virginia's Shenandoah Valley, a 110-mile-long vale celebrated in song, Civil War lore and travel brochures, are popping their corks over winemakers in another Shenandoah Valley 3,000 miles away in California. Those vintners have stirred the wrath of Virginia grape growers by asking the federal government to grant them exclusive rights to the words "Shenandoah Valley" on their wine bottles.

"The Californians surely must have a wealth of their own historic names to use, without trying to preempt one of the proudest, most treasured names in all Virginia," fumes U.S. Rep. J. Kenneth Robinson, a Republican who represents most of Virginia's Shenandoah Valley,

He characterizes the West Coast action as "an astonishing ploy by some grape growers in an obscure area of California" and has appealed to Virginians, who are attempting to develop their own wine industry, to fight the move.

But Ken Deaver, a California vineyard owner and representative for the grape growers in the Golden State's 10,000-acre Shenandoah Valley, is adament about the claim. He says his valley may be less rich in history than Virginia's but for the past 100 years his has been the more famous for grapes.

"We are not trying to take anything away from the Virginia Shenandoah Valley area," asserts Deaver. His family has grown wine grapes in the California valley 40 miles east of Sacramento since 1850, one year before it was named by some Virginians who

said it reminded them of home.

The Bureau of Alcohol, Tobacco and Firearms (BATF), which oversees the nation's wine iedustry, provoked the dispute when it revised its regulations two years ago to require wine makers to be more precise about the origins of their vintages. By 1983, only one area of the country will be alled to use "Shenandark Vallay" on the leads and educations.

doah Valley" on its labels and advertising.

"We realize that this issue is very controversial, but we are obligated to go forward and unite a decision based on the facts presented," said Stephen E. Higgins, the bureau's deputy director, in a letter to Robinson.

Tem Minton, another bureau official, said he didn't know when — or if — the agency can fully resolve the issue. "If they both demand Shenandoah Valley, I don't knew what would happen," he said.

What has already happened is that two wine makers, Shenendooh Vineyards of Edinburg, Va., and Shenandooh Vineyards of Plymouth, Calif., are facing the loss of a brand that each established four years ago.

"I didn't know another Shenandoah Valley existed," says James Randel, a New Jersey utility executive who with his wife, Emma, converted a Virginia family farm into a vineyard in 1977. "When I found out they (the Californians) had applied for (the Shenandoah designation) I was somewhat upset."

The Shepandoph Vineyards in California is owned and operated by Leon and Shirley Sobon and family. Their winery, one of 10 in the Shenandoph Valley there, produces 6,000 gallons a year. While the 10,000 gallons produced by Virginia's Shenandoph Vineyards are not marketed outside the state, the Sobons ship their wine to more than a dozen states and the District of Columbia.

If some grape growers are trying to sound conciliatory, many Virginians aren't. Their letters to the federal government over the issue read like a call to arms.

"Stop the people in California from bastardizing a proud and honorable name," wrote William Foster of Harrisonburg.

"I suggest that you send those people a map with the western portion of Virginia circled prominently, and a free ticket to the James Stewart movie Shenandeah," wrote Winchester's Lulu M. Williams.

The Shenandoah IIIe also contains a letter from Virginia Gov. John N. Dalton that calls the state's Shenandoah Valley "a place of cherished traditions that live in the minds and hearts of people all over the world."

But the ultimate broadside against the Californians may have been delivered by Robinson in a newsletter to his constituents.

"I'm at a loss to explain it," he wrote, "other than to point out that this fiddling around with our Virginia-owned title originated in an area situated north and west of Fiddletown, California."

D. 37,964 SUN. 41,444

Esson Citizen Patriot JACKSON, MICH.

shenandoah Valley involved WASHINGTON (AP) — Dur-

MAY 1 4 1981 "Shenandoah Valley"

Name May Be Stolen By Wine Producers

Along with the budding wine industry in the Shenandoah Valley of Virginia, members of the Shenan-doah Valley Travel Association and others, Seventh District Congressman J. Kenneth Robinson (r-Va.) has been fighting an effort of some California wine producers to get the U.S. government to designate for their exclusive wine labeling and advertising use the historic Virginia name, "Shenandoah Valley.

Robinson was advised a few days ago by Deputy Director Steven E. Higgins of the U.S. Treasury Department's Bureau of Alcohol, Tobacco and Firearms that interested parties will have until June 12th to file their written views on the matter.

According to Robinson, who represents a large part of the Shenandoah Valley, the controversy "represents an astonishing ploy by some grape growers in an obscure area of California to swipe the historic 'Shenandoah Valley' name for exclusive use on their wine bottle labels and in their advertising."

Robinson reported that "BATF officials have admitted that the proposed rule-making to designate an area of Amador County, Calif., as the 'Shenandoah Valley Viticultural Area' is highly controversial, and could result in consumer confusion concerning grape and wine origin. In fact, the BATF may be forced to hold a public hearing on the issue later on, due to the irateness of a number of Virginians about this matter."

Robinson said Virginians wishing to protest the proposed regulatory action should sent written comments to: Chief, Regulations and Procedures Division, Bureau of Alcohol, Tobacco and Firearms, P.O. Box 385, Washington, D.C., 20044. Attn:

Notice No. 371. He added, "The Californians surely must have a wealth of their own historic names to use, without trying to pre-empt one of the proudest, most treasured names in all Virginia. I'm at a loss to explain it, other than to piont out that this fiddling around with our Virginia-owned title originated in an area situated north and west of Fiddletown, Calif.'

wine grapes have been grown there since 1850, the year before California. It doesn't have the same historic significance, but Stonewall Jackson once came to minded of home, gave it its name. ome transplanted Virginians, reprominence and where Virginia's astern product is sold only in Vir-'Shenandoah Valley' wine. The ledgling wine industry now is try-The other is 3,000 miles away in Wineries in both places market

One of them is the historic lo-cale in Virginia where Gen.

ing to a single specific area the use of names such as "Shenandoah adopted regulations requiring the origins of their wine and limitvintners to be more precise about Two years ago, the bureau

ginia. The western wine is available in 12 states and the District of Columbia.

changed, by 1983 only one valley will be able to use the geographic designation. Unless federal regulations are

doah valleys.

wine, and there are two Shenanblood. Today the fight is over

of Sacramento. western valley about 40 miles east award use of the name to the hol, Tobacco and Firearms to when it asked the Bureau of Alcoyards, operated by Leon and Shircommotion in the eastern valley ey Sobon and family, set off the California's Shenandoah Vin-

said Rep. J. Kenneth Robinson. treasured names in all Virginia, have a wealth of their own historic action is "an astonishing ploy by most of the Virginia valley. preempt one of the proudest, most names to use without trying to the Republican who represents Robinson said the West Coast

area of California some grape growers in an obscure

facts presented

now over wine

"I didn't know another Shenan-doah Valley existed," said James nation) I was somewhat upset." nians) had applied for the (desiglon-a-year Shenandoah Vinyards in Edinburg, Va., in 1977. "When Randel, who opened his 6,000-galfound out they (the Califor-

than somewhat. Other Virginians are upset more

"The Californians surely must of Winchester, Va.

also applied for the designation.

Stephen E. Higgins, the bureau's deputy director, told Robinson in a letter that "we realize would happen if a Virginia vintner Tom Minton, an official of the bureau, said he didn't know what and make a decision based on the that this issue is controversial, but

Va., urged: "Stop the people in California from (ursurping) a proud and honorable name."
"I suggest you that you send ern portion of Virginia circled William Foster of Harrisonburg, prominently and a free ticket to the James Stewart movie 'Shenan-doah,'" wrote Lulu M. Williams In a letter to federal officials,

State May Be Winning Name Game

By Gail Nardi Special Correspondent

NEW MARKET - The Shenandoah Valley - the one in Virginia - may be pulling ahead in its contest with a California wine growers' association over who will receive exclusive designation as the "Shenandoah Valley Viticultural Area."

The Amader County Wine Growers' Association of Plymouth, Calif., started the fight by applying to the Federal Bureau of Alcohol, Tobacco, and Firearms for the establishment of a Shenandoah Valley Viticultural Area in that state Part of Amador County. located 40 miles east of Sacramento, is known as the Shenandoah Valley. Officials there say it was named by settlers who left Virginia for the California gold fields in 1850.

Meriwether German, executive director of the Shenandoah Valley Travel Association, which has headquarters in New Market, said he asked John Ference of the federal agency why it extended

the period for public comments on the matter when the com- in Virginia and the 20,000-acre Robinson conveyed his "most on the California petition from ment period ends. June 12 to July 13.

California request. Only two year under that label. were in favor.

If the Amador County peti-German says Ference told tion is granted, no other wine him the agency wants to besure maker may use "Shenandoch there is enough time for all in- Valley" on its product label or terested parties to express in its advertising. For the past wineries would cause confusion small California area." their epinion. Ference told four years Shenandoah German the bureau has receiv- Vineyards, located near Edined 140 comments on the burg in Shenandoan County petition, 138 of which (Virginia), has been marketing valley in Virginia. "vehemently opposed" the up to 10,000 gallons of wine a

viticultural argued that although before the bureau, German not yet reached the same level agency, which is a division of 'realizes that there is no com- | son's district. the Treasury, has said it may parison between the 2.4 million

ridges' in Amador County."

among wine industry along

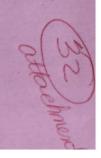
designations are pending "Virginia's wine industry has commerce, and tourist attrac- "Maison de Smog 81." tion, is Seventh District, Rep. German said he hopes the reports. The Shenandoah of development as California's . J. Kenneth Robinson. The Shenandoah Valley of Virginia Valley issue is the most con- ... we also recognize and sin- northern half of the Shenan- | will regain exclusive title to its troversial of those. The federal cerely hope that everyone else doah Valley is located in Robin- I name, at least for viticultural

decide to hold a public hearing acres in the Shenandoah Valley Alcohol and firearms director, year.

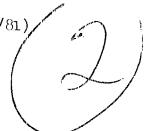
'depression between two earnest objection to this unwarranted proposed preemp-Dalton told the bureau that tion of the Shenandoah Valley granting use of the Shenandoah name, historically established Valley name to California asamajor Virginia region, by a

The dispute has led to punwith other businesses and en- filled, tongue-in-cheek in terprises associated with the editorials in newspapers statewide and on Valley radio Leading the fight against the stations. Those have produced California petition, along with theadlines like "The Great In a May 18 letter to the the travel association and vir- 'Grape Grab" and allusions to At least 20 requests for ex- bureau, Gov. John N. Dalton tually every central Valley potential California vintages local government, chamber of "Chateau Earthquake 79" and

> purposes, when the flat is In a letter to G.R. Dickerson, resolved sometime later this



(50-second statement mailed to 7th District radio stations 6/19/81)



The U.S. Bureau of Alcohol, Tobacco and Firearms has extended the public comment period until July 13th, involving the controversy that has arisen over whether positioning vintners in Amador County, Calif., should be granted a designation as the "Shenandoah Valley Viticultural Area," thereby excluding Virginia's wine producers in the Shenandoah Valley from use of that name in labeling and advertising Seventh District Congressman J. Kenneth Robinson, who has been waging a vigorous fight to prevent California's misappropriation of the Virginia name, has this additional report:

BINSON: The records of correspondence involving this controversy are on file for public

inspection at the BATF headquarters here in Washington. A recent inspection of the

records proved encouraging. Well over 95% of the mail the agency has logged to

date demands that the California petition be denied, and that the historic Shenardo

Valley plane have be reserved exclusively for the developing wine industry of Vir-

public

ginia's own Shenandoah Valley. This overwhelming expression explains why a Can

Francisco-based organization called the Wine Institute obtained the 30-day extension

from the BATF to try to bolster the

cause of their

wine inter-

ests. But if letters count with this federal agency, Virginia's side is winning

hands down, as of now.



Near Su I do not believe that Cilif. Wine growers should be allowed to Hame this area coftee bur Shenandoah Valley. This world be most unfair to present and Jutice Sween's Enprosion to the State of ligition. This is the only Showandowh Valley' and should remain Shank your. Bro. H.M. Chfutt, In. Winchester, Va. 12601

Subject.

The California Elinemakers

Pat approximg the California Elinemakers

Every the xame of Shenandrah Valleg"

in their business ware or ever,

Mary R. Heelway

Mc Gakeyseulle la.

22840

19 May, 1981

To whom It May Concern;

To allow Amador County, Calif Wine
Growers the right to label their wine
Shenandoah Valley is absurb, There is only
one Shenandoah Valley & Mislabeling such as
this can only cause confusion.

Here in the Valley, we keel a
Special love for this lovely area & ae
do not want to see our proud area
being used as a name for an area in
California, we urged puntot to grant the
Amadar County wine Growers their request.
If would be a grave injustice and would
make a mockery out of one's own
herrtage.

Respectively Mal Remenschiele Just Remenschiele sir:

2 feel the Shenandooh Valley, Vinginia is

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COMMONWEALTH OF VIRGINIA HOUSE OF DELEGATES RICHMOND

COMMITTEE ASSIGNMENTS:
GENERAL LAWS

May 18, 1981

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

Attention: Notice No. 371

Dear Sirs:

I strongly protest the efforts of certain California wine producers to use the name "Shenandoah Valley" for their products.

Surely, with the wealth of beautiful Indian and Spanish names associated with the great State of California, it is not necessary that they appropriate a name so well identified nationally and internationally as the one and only Shenandoah Valley of Virginia.

We do have at least one winery in THE Shenandoah Valley, and I would venture to say that their integrity is such that they would never consider marketing a "Death Valley" vermouth. It is obvious that the California wine producers are simply attempting to capitalize, to their commercial benefit, on the good name of the real Shenandoah Valley.

I would respectfully request that you deny any request to market a product with any inference that it is in any way related to the Shenandoah Valley unless it in fact is a product of the Shenandoah Valley of Virginia.

Sincerely,

Kevin G. Miller





COMMONWEALTH of VIRGINIA

Charles S. Robb Lieutenant Governor Office of the Lieutenant Governor Richmond 23219

May 20, 1981

Chief of the Regulations and
Procedure Division
Bureau of Alcohol, Tobacco and Firearms
P. O. Box 385
Washington, D. C. 20044

Dear Sir:

Re: Notice #371

As Lieutenant Governor of Virginia, I am deeply concerned that Amador County, California is attempting to use the name "Shenandoah Valley" as its own to market wine.

This constitutes a theft of the name of the historically rich area of Virginia that is dear to the citizens of the Commonwealth.

It disturbs me that Amador County would try to usurp the name that is so closely associated with Virginia. Of even more concern is that Californians would try to preempt our expanding wine and table grape industry, some of which is now centered in Virginia's Shenandoah Valley.

This is a matter of serious concern to a great number of Virginians. I ask that you deny the California request for designation as The Shenandoah Valley Viticultural Area.

Sincerely,

Charles S. Robb

CSR:er



The Vinifera Wine Growers Association the plains, virginia

22171

May 21, 1981

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

Ref: Shenandoah Vit. Area

Dear Sir:

In response to your news release of May 11, 1981 "Calif.

Viticultural Areas Proposed", the Vinifera Wine Growers Association opposes the naming of the Shenandoah Valley Viticultural Area in California because it would be confusing in the minds of the public because of the same use of Shenandoah for wines grown in Virginia.

There is already a vineyard "Shenandoah Vineyards I_nc ." in Virginia and it is expected that a number of others will develop in that region.

Sincerely,

R. de Treville Lawrence, Sr.

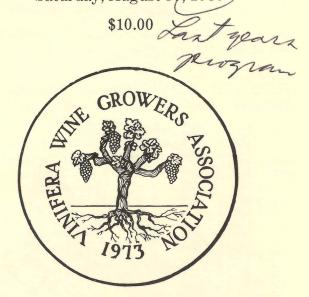
President & Editor

Inc. Cpy. Journal

V.W.G.A. Box P. The Plains, VA. 22171 Joen na Aat. ang 29, 1981 -

WINE FESTIVAL

Middleburg, Virginia Saturday, August 30, 1980



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V. W. G. A. Box P, The Plains, Va. 22171 Tel. (703) 687-6833 and (703) 754-8564



VINIFERA WINE GROWERS ASSOCIATION The Plains, Virginia 22171

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"Jefferson And Wine" 200 p., 20 illus., VWGA, Box 172, The Plains, Va. 22171, \$7.95 linen, \$4.50 paper, add 50c mailing.

THE VINIFERA WINE GROWERS JOURNAL

VOL. 8



NO. 1

SPRING 1981

PUBLISHED QUARTERLY BY THE VINIFERA WINE GROWERS ASSOCIATION THE PLAINS, VA. 22171 May 21,1981

Chief
Regulations and Proadures Division
Bureau of alcohol, Johacco and Firearms
F. O. Boy 385
Washington, D. C. 20044
Attn: Notice No. 371
Wear Sir:

Tirginia is a state deep in tradition and history beginning with Jamestown and Williamsburg, spreading through the Piedmont and mountains, and including our beautiful Shenandoah Vaily. The residents of this beautiful area know that the bong "Shenandoah" refers to their river, their area which they love and welcome visitors to inpy with them.

It would be unthinhable to permit the Amadar County Wine Grawers Association in California to have any area there to be designated as the Shenandoah Valley Viticultural Area. Shew, we strongly very you to reject their petition to so do.

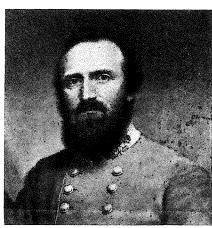
I shine is a magazine published on our lovely area is enclosed. Sencirely B. Hitcher

SHENANDÝAH

VALLEY MAGAZINE

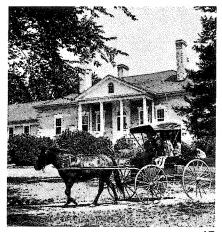
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COVER: "Yellow on Yellow," by R.B. Harry of Waynesboro.

SHENANDOAH VALLEY MAGAZINE (ISSN 0193-0834) is published bi-monthly with an annual Shenandoah Valley Almanac issue (published in October), by The Shenandoah Valley Magazine Corporation, 216 East Frederick Street, Staunton, Virginia 24401.

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Postmaster: Send address changes (Form 3579) to Shenandoah Valley Magazine, Box 17, Mint Spring, Virginia 24463. USPS 499-230.

May 21, 1981

Chief
Regulations and Procedures
Division
Bureau of Alcohol, Tobacco
and Firearms
P.O. Box 385
Washington, D. C. 20044
ATTN: Notice No. 371

Dear Sir:

On behalf of the Harrisonburg-Rockingham Chamber of Commerce, an organization serving some 75,000 citizens in the Shenandoah Valley of Virginia, I respectfully request your intense evaluation of the petition made by the Amador California Wine Growers Association to designate an area of California as the Shenandoah Valley Viticultural Area.

In our opinion, approval of this request would prove disaterous to existing and future vineyards in our Valley since it would prohibit the designation "Shenandoah" from being used.

We trust your intense evaluation of this petition and look forward to your future actions in this matter.

Sincerely,

Rebecca L. Cover

Executive Vice President

RLC:pas



COUNTY OF AUGUSTA, VA.

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COUNTY BLDG. - BOX 448 - STAUNTON, VA. 24401 STAUNTON (703) 885-8931 EXT. 201 WAYNESBORO (703) 942-5113 EXT. 201 (TOLL FREE)

May 20, 1981

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

Gentlemen:

Attention: Notice No. 371

It has come to our attention that the Amador County Wine Growers Association (in California) has petitioned the Federal Bureau of Alcohol, Tobacco and Firearms (BATF) to designate an area of that State as the Shenandoah Valley Viticultural area.

Augusta County is located in the heart of the Shenandoah Valley; and therefore, the above mentioned petition will have impact on Augusta County's businesses and citizenry.

This area of the Country has been known as the Shenandoah Valley since before the Revolutionary War and is not only rich in heritage but certainly has a special legacy in American folklore and culture. In our opinion it would be absolutely ludicrous for the Federal Government to designate an area of another state 3,000 miles away as the Shenandoah Valley Viticultural Area.

This request comes ironically at a time when the wine industry in the Shenandoah Valley is starting to blossom and receive some notoriety.

Chief Page 2 May 20, 1981

In closing, I would respectfully urge your agency to deny Amador County Wine Growers Association's request not only for the reasons previously stated but also to protect the American consumer.

Sincerely,

R. E. Huff

County Administrator

R. E. Huff

REH/b1h

cc: Governor Dalton
Senator Warner
Senator Byrd
Congressman Butler
Congressman Robinson
Staunton-Augusta Chamber of Commerce
Waynesboro-East Augusta Chamber of Commerce
Shenandoah Valley Travel Association

Waynesboro, Virginia 22980 May 20. 1981

Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco, and Firearms P.O. Box 385 Washington, D.C. 20044 SUBJECT: Notice No. 371

Dear Sir:

I wish to go on record as being strongly opposed to your Bureau granting the Amador County Grape Growers Association permission to use the name "Shenandoah Valley" on their wines, and I would like to request that this permission NOT be granted to this Association.

There may very well be a Shenandoah Valley in the grape-growing region of California. I have never heard of it and I have a pretty fair knowledge of U.S.A. geography. Therefore I feel it is reasonable to assume that very few people, wine drinkers or otherwise, have ever heard of such a valley.

Conversely, "Shenandoah Valley" as applied to the area of Virginia between the Blue Ridge and Allegheny Mountains, is a name-well known from Maine to - yes, even California and is only associated with the Commonwealth of Virginia - just, I might add, as the names Napa Valley and San Joaquin Valley are associated with California by most Americans. I'm sure Californians would protest - and rightly so - if a group of Virginia grape growers tried to usurp the name Napa Valley by some trick or other.

Thus I feel that the Amador County Grape Growers Association is deliberately trying to mislead the buying public and capitalize on a well-known name in another part of the country. I believe that it is U.S. Government policy to prevent misleading labeling of consumer products. Beyond question, the Association's use of "Shenandoah Valley" is intended to be misleading and, I suspect, probably illegal.

Therefore, I urge you to prevent this miscarriage of justice and fair play by denying the Amador County Grape Growers Association, or anyone else in California, the right to use the to use the name "Shenandoah Valley" in the labeling or advertising of wine or other grape products.

Very truly yours,

William E. Warden

P.S. I am not a grape grower nor do I ever expect to be one. This is being written simply in the interest of justice and fair play.

cc: Rep. M. Caldwell Butler

as a mative Virginian who I see has lived in the Shenendook & E. Vally allow life, elatrongly oppose California winemakers request to use the mame shenendook Vally on their products.

Jank your Romanilla.

Rentonville, VA 22610



COUNTY OF SHENANDOAH

COUNTY ADMINISTRATOR

JOHN D. CUTLIP
PHONE (703) 459-2195



P. O. BOX 452 WOODSTOCK, VIRGINIA 22664

May 22, 1981

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

Attention: Notice No. 371

Dear Sir:

The Board of Supervisors of Shenandoah County, Virginia on May 12, 1981, by unanimous vote, went on record in opposition to the petition by the Amador County Wine Growers Association to designate an area of California as the "Shenandoah Valley Viticultural Area." Information received by the Board of Supervisors indicate that the petitioners propose to use this designation in labeling and marketing their wines.

The Bureau of Alcohol, Tobacco and Firearms is asked to recognize that the Shenandoah Valley of Virginia was a recognized region of America long before the statehood of California was ever established. It is an area that was surveyed by George Washington for the King of England prior to the independence of the United States. It provided much of the food, fiber and manpower for General Washington's Army in the struggle for independence. As a result of his previous surveying work here, General Washington chose a section of Shenandoah County to "make his last stand" if his volunteer Army was over-run by the British forces.

The importance of the Shenandoah Valley of Virginia was well established during War Between the States as both the North and South armies engaged in numerous battles and skirmisheup and down the Valley in order to gain control of the "breadbasket of the South." Of course, it was the total destruction of the crops and graneries in the Shenandoah Valley of Virginia by the Northern armies that finally brought defeat to General Lee and his army of the South.

In addition to its historical significance, the Shenandoah Valley of Virginia is recognized world-wide as a region of great natural beauty----a desirable place to visit, to establish homes, busines and industry. If

Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Page 2 May 22, 1981

you grant the California group's petition you will not only be doing a diservice to the fledgling wine industry of this region, but it will also be a source of confusion for other products produced and marketed from this area as well as for tourism and other socio-economic endeavors.

The Board of Supervisors of Shenandoah County (located in the heart of the great Shenandoah Valley of Virginia) earnestly solicits your support in rejecting the petition of the Amador County (California) Wine Growers Association.

Sincerely,

John D. Cutlip

County Administrator

JDC/dcf

cc: Congressman J. Kenneth Robinson

I am opposed to the upinery of am opposed to the upinery shenandoah in Cally as part of their labeling. Turthermore series to also libe in the beautiful Calley of under leaviliful Calley of Uriginia, their very strongly that the mame is Ours not a winery in Catif.

Mary M. Falley.

Mary M. Falley.

Waynestons, Va. 22 980

WOODSTOCK OPTICAL



124 South Main Street
Woodstock, Virginia 22664
May 22, 1981

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

Attention: Notice No. 371

Dear Sir:

The Shenandoah Valley of Virginia -- the place where I have enjoyed my entire life, and most certainly a place known around the world.

As a small business owner and as Executive Secretary of the Woodstock Chamber of Commerce, I feel we should do everything we can to protect this famous and most-treasured name.

Accordingly, please count me as one of those who strongly oppose the Amador County Wine Growers Association's proposal to "steal" our name by designating an area of Amador County as the Shenandoah Valley Viticultural Area.

Sincerely,

Sharon Bowman-Showalter

cc: SVTA

(4

Harrisonburg, VA 22801 May 21, 1981

Chief
Regulations and Procedures Div.
Bureau of Alcohol, Tobacco and
Firearms
P.O. Box 385
Washington, D.C. 20044
ATTN: Notice No. 371

Dear Sir:

I have only lived in the Shenandoah Valley for two years but am proud of the beautiful area and the history which surrounds it.

My husband and I buy Shenandoah wine from the Shenandoah Vineyards by the case! We think the wine is excellent and are delighted the Valley now has such an operation. We would be heartsick, the same as others, to lose part of the distinction the Valley possees. We thoroughly object to removing, and/or distributing, the name Shenandoah Valley from the Virginia area.

We hope you will take this into great consideration.

Sincerely,

Peggy Smith

Reggy Smith

Shenandoah Caverns

BOX 1, CAVERNS ROAD SHENANDOAH CAVERNS, VIRGINIA 22847

Ph. 703-477-3115

May 20, 1981

Chief
Regulations & Procedures Division
Bureau of Alcohol, Tobacco & Firearms
P. O. Box 385
Washington, D. C. 20044
Attn: Notice No. 371

Dear Sir:

We, at Shenandoah Caverns, do respectfully request your regulatory agent to deny the Amador County Wine Growers Association of California our famous name 'Shenandoah Valley' to label their areas wines.

Our reasons are pure and simple. The Shenandoah Valley of Virginia has for generations meant to the world; Tradition, Legend and Romance. In all America, no land is so filled with stories which so appeal to sentiment and apothesizes valor as our great Shenandoah Valley, which begins at the confluence of the Potomac and Shenandoah Rivers at Harper's Ferry and extending, between the Blue Ridge and the Alleghenies, for nearly two hundred miles southward to the James.

The Shenandoah Vineyard is located in the heart of this great Valley and, if for no other reason, the name Shenandoah should rightfully label their wines.

Respectfully yours,

Daniel Proctor, Manager

DP/b

"The Most Beautiful Caverns in Shenandoah Valley"









Harrisonburg, VA 22801 June 18, 1981

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

RE: Notice No. 371

To Whom It May Concern:

I would like to protest the use of the name Shenandoah Valley on a new wine by the Amador County Wine Growers Association of California. It is an obvious misrepresentation of the wine's origin. Anyone familiar with the Shenandoah Valley at all knows it is located in Virginia.

Looking at the issue from a different point of view, many would give credit for the wine coming out of Virginia rather than California. I cannot understand why any company would wand to credit someone else for their work.

All-in-all it would seem a lot easier and less confusing if Amador chose another name to represent its wine. I hope you will concur with this view.

Sincerely,

Sandra D. Larson

FRIDAY 5/22/81 To whom it may concern, Of Californica, I love the State livery much, but nothing is closer to my heart than the "Shenanclock Valley" There never has been more than one and the Mr. James H. Sperry Mt. Jackson, VA.

> Stop The Amador County Wine Growers Association?

53

Anna Kirby

Berryville, Virginia 22611

Chief of Regulations and Procedures Bureau of Alcohol, Tobacco & Firearms P. O. Bex 385 Washington, D.C.. 20044

Attention: Notice No. 371

Sire

I am very upset that Amader County in California wants to use the name of our famous Shenandeah Valley on its wine labels. For shame! To usurp this historic name for use on a wine bettle would be adding insult to injury!

I ask that you deny the California request to use the name Shenandoah Valley to market wine. Our historic Valley represents a place of wonders, where nature and man have carved boldly: you can look up at the lofty span of Natural Bridge or travel the Skyline Drive. We do not wish the Shenandoah, "Daughter of the Stars," to become synonymous with the wine's word for more intoxicating drinks.

Qua C. Kily

Mrs. A. C. Kirby

May 26, 1981



Dr. Edward Davens

Baltimore, Maryland 21209

May 21, 1981

Chief Regulations and Procedures Division P.O.Box 385 Washington, D.C. 20044

Dear Sir:

As a native Californian I learned recently of the regrettable deception being tried by certain wine producers in Amador County, California in calling their operation the Shenandosh Valley Vineyards. In my view this is not only regrettable, but is ridiculous, confusing, and unfair as well.

I was born in Santa Barbara, California and my father and grandfather were born there as well. Indeed my grandfather made wine for his own use, and I have had a long standing interest in it and am proud of the remarkable improvement of California wines. For these reasons I am embaraesed by the Amador deviousness because it is so unecessary.

The Shenandoah Valley of Virginia is deeply tied to our history as is the introduction of wine to California by Padre Junicoro Serra. I hope that the Amador people will think better of their misquised action, and that you will insist that they do so at once.

ldward Davens

(54)

Woodstock, Va. 22664 May 21, 1981

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

Dear Sir:

As citizens of Shenandoah County, we oppose the request made by vintners in Amador County, California, to have their growing area designated as the Shenandoah Valley viticultural area.

The Shenandoah Valley of Virginia is the historic original, and as such, deserves all the benefits associated with using its name.

In the interests of fairness and accuracy we hope you will deny the Californian's request.

Sincerely,

Jean G. MacCracken

Jean G. MacCracken

Simothy N. Justice

Timothy H. Justice

Tina K. Comer

JGM/tkc

May 26, 1981

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

Attention: Notice No. 37

Dear Sirs:

As you can see from my address, I live in the beautiful Shenandoah Valley of Virginia, and we are very proud of our valley.

The Shenandoah Valley was first seen by Spottswood when he crossed the mountain so many years ago. Someone must have migrated to California and named a valley there the same name.

We have been reading with much interest and have seen it on Channel 9, that they want to name the winery in California "Shenandoah Valley." We would like to be counted against this and please don't allow them to use our name. We have our winery of which we are very proud in our Valley. It is an asset to our County of Shenandoah, as well as the State of Virginia.

Thank you very much for any consideration you can give our letter.

Mr. & Mrs. Racp Whitewar

Mr. and Mrs. Ralph C. Ritenour

Maurertown, Va. 22644

Mt. Sidney, Virginia 24467 May 22, 1981

Chief, Reg. & Procedures Div. BaTF Washington, D. C.

Notice 371

irs:

It would seem that the move by the California wine growers to pre-empt the name "Shenandoah Valley" for their exclusive use is nothing but an attempt to exclude competition from using their own regional name on its product.

To grant this setition to the Amador County Grave Growers association would in my opinion do irreparable damage to the geographic Shenandoah Valley vinther and also to travel and tourism in the area.

If this petition is granted, it would seem reasonable that at a later date, the A.C.G.G.A. could apply for exclusive use of the name "New York State" or any other region from which competition might arise.

Wheat

Thank you

Hugh N. Snead

Alea Sin,

Falls Church Va. 20042

May 25 1981

The Shewardown of the head to estables

The Shewardown Valley Viti cultural area by the

Amicha Co wine Grown Asson y California.

I was you to demy the regionst suice the

name Shewardown Valley in Varginic pertains to one

of the longer known and most important areas in

The Nation brages one from in the Vargina

Valley to, and of any designating California from

while so "Shewardast world be confusing

and mishading pour times.

M. M. Scatt

is rightfully Theirs - not That of The Californians.

Sincerely yours, Teresa M. Neaver TERESA M. WEAVER

Mt. Jackson, VA

Chief,
Regulations and Procedures Div.
Bureau of Alcohol, Tobacco + Firearms
P.O. Box 385

Washington, DC 20044 ATTN: Notice No. 371

Dear Sir;

Shevandoak Valley by The Huador County Wive Grover's Association should not be permitted I have heard it mentioned That there has been a Shevandoak Valley in California since The 1800's However, The name "Shevandoah" means beautiful daughter of The stars" and was given to the Virginia valley and its main river by The people native to This land - The shedians" long before even The English colonists arrived In light of This Jact, I'm sure That The person who named The valley in California was originally a Virginia, homesick Jor his Shevandoah Valley - in Virginia.

The valley in Virginia is known The world over, and any product bearing the name showards would automatically be linked with The state of Virginia, not California. I feel That wine growers in Virginia should be able to use The name which

Moon, Verginia 23119 Chief, Regulations and Procedered Division Bureou of alcohol, Iobacco and Firearme P.O. Box 385 Nashington D.C. 20044 Dear Sirs: This letter is in regard to notice 37. Please do not allow The amador Co. Wine Growers to Association in California to use The Shenondooth Valley in the name of any How their wine regions. Hove dare they in alleys I their own. Dincerely Mrs. John B. Sadler



p. o. box 1864 • New Market, Virginia 22844 • Tel. 703/740-3101 Administered by Virginia Military Institute

27 May 1981

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

Dear Sir:

I wish to express my opposition to the request of the California winemakers to designate an area in California as the Shenandoah Valley Viticultural Area and to use the name Shenandoah Valley to market wine.

The corridor of land between the Blue Ridge Mountains on the east and the Alleghany Mountains on the west has been named the Shenandoah Valley since the 1700's. Sometimes referred to only as the "Valley," this area has played an important role in history since the days of Governor Spotswood. History books often refer to this area as "Jackson's Valley" when General Stonewall Jackson defended the Shenandoah Valley during the American Civil War.

Historic sites, caverns, vineyards, and mountain streams dot the Shenandoah Valley as well as other features such as rustic covered bridges, farm plantations, and natural springs. Millions of people visit the Shenandoah Valley each year to pay tribute to its splendor, its traditions, and its beauty. To have an area in California designated as the Shenandoah Valley for the sole purpose of marketing wine would be an insult to the name and tradition of the Shenandoah Valley and to the people that have lived and fought to preserve its name and beauty.

"Stonewall in the Valley" by Robert Tanner

"Shenandoah: The Valley Story" by Alvin Dohme

"200 Years in the Shenandoah Valley" by Arthur Pierson Kelley

"The German Element of the Shenandoah Valley" by J. W. Wayland

"The Shenandoah Valley in 1864" by George E. Pond

"A History of the Valley of Virginia" by Samuel Kercheval

"Official Records of the Union and Confederate ARmies" by the Government Printing Office.

There are many books and records describing the Valley and the events that took place within the Valley. The Official Records of the Union and Confederate Armies, "The War of the Rebellion" which was printed by the Government Printing Office in Washington in 1891 recognizes this corridor solely as the Shenandoah Valley, or Valley, without any reference to a state. If the bureau approves

27 May 1981 Page 2

an official area in California as the Shenandoah Valley, these official military records, along with hundreds of other books and records would either have to be rewritten or cast aside in order to specify for future generations which state, Virginia or California, the book was referring.

Therefore, I ask that the bureau perserve our nation's historic Shenandoah Valley and deny the request of the California winemakers.

Sincerely,

Robert S. Myers

Asst. for Business Operations

RSM/bbm

Enclosures

No. 64.—Capt. James W. Myers, Eleventh West Virginia Infantry, of engagement at Kernstown.

No. 65.—Maj. Milton Wells, Fifteenth West Virginia Infantry, of engagement at Kernstown.

No. 66.—Col. Isaac H. Duval, Ninth West Virginia Infantry, commanding Second Infantry Division, of operations July 23–25.

No. 67.—Col. Rutherford B. Hayes, Twenty-third Ohio Infantry, commanding First Brigade, of operations July 23-25.

No. 68.—Col. Daniel D. Johnson, Fourteenth West Virginia Infantry, commanding Second Brigade, of operations July 24–25.

No. 69.—Lieut. Col. John W. Shaw, Thirty-fourth Ohio Infantry, of engagement at Stephenson's Depot.

No. 70.—Lieut. Col. Benjamin F. Coates, Ninety-first Ohio Infantry, of engagements at Stephenson's Depot and Kernstown.

No. 71.—Col. Thomas M. Harris, Tenth West Virginia Infantry, commanding First Brigade, Third Division, of engagement at Kernstown.

No. 72.—Brig. Gen. Alfred N. Duffié, U. S. Army, commanding First Cavalry Division, of operations July 14–27.

No. 73.—Brig. Gen. William W. Averell, U. S. Army, commanding Second Cavalry Division, of operations July 8-August 3, with itinerary of the division July 2-31.

No. 74.—Maj. Gen. Darius N. Couch, U. S. Army, commanding Department of the Susquehanna, of the burning of Chambersburg, &c.

No. 75.—Itinerary of the Department of the Susquehanna July 3-August 1.

No. 76.—Lieut. Hancock T. McLean, Sixth U. S. Cavalry, of operations July 5-10 and July 26-August 3.

No. 77.—Capt. R. M. Evans, Philadelphia City Scouts, of affair at Emmitsburg.

No. 78.—Col. George W. Gile, commanding First Brigade, U. S. Veteran Reserve Corps, of the defense of Washington.

No. 79.—General Robert E. Lee, C. S. Army, commanding Army of Northern Virginia, of Early's operations June 23-July 26.

No. 80.—Lieut. Gen. Jubal A. Early, C.S. Army, of operations July 8-14, including battle of the Monocacy and operations against Washington, D. C.

No. 81.—Maj. Harry W. Gilmor, Second Maryland Battalion Cavalry (Confederate), of operations July 3.

No. 82.—Maj. Gen. John B. Gordon, C. S. Army, of the battle of the Monocacy.

No. 83.—Maj. Gen. Robert E. Rodes, C. S. Army, of engagement at Stephenson's Depot.

No. 84.—Col. William L. Jackson, Nineteenth Virginia Cavalry, commanding brigade, of skirmish near Shepherdstown, W. Va.

No. 85.—Brig. Gen. Bradley T. Johnson, C. S. Army, of operations July 28-August 3.

No. 1.

Reports of Maj. Gen. Franz Sigel, U. S. Army, commanding Reserve Division, Department of West Virginia, of operations July 2-8.

MARTINSBURG, W. Va., July 2, 1864. (Received 12 p. m.)

There are strong indications of a movement of the enemy in force down the Valley. Our cavalry met those of the enemy to-day at Winchester, and a number of refugees have arrived here who fled

from that place, and say that Early with three divisions was motoward Strasburg last night. Although this report is not fully liable. I have ordered all the stores which can be transported to removed from here to Harper's Ferry. Nearly all our cavalry our scouts are out to gain more information, which will be graphed to Washington as soon as received. With this dispat will send an additional in cipher in regard to a dispatch recefrom General Hunter. Please acknowledge.

F. SIGEL,

Major-Gener

ADJUTANT-GENERAL OF THE ARMY.

MARTINSBURG, W. VA., July 2, 1864. (Received 10 a. m. 3)

General Hunter informed me to-day that General Sullivan's d ion is ordered here, but that it could not arrive before five o days. I have here two regiments of Ohio guards and one tery. At Leetown there are two old regiments of infantry five pieces of artillery, and about 1,000 dismounted cavalry (arn Here our mounted cavalry consists of detachments to the numb 1,800 men. The cavalry is in front, with the exception of a res near Martinsburg. I have taken command of all these troops will concentrate them at a proper point in case of emergence view of the expected movement of Sullivan. I will defend Mai burg with all our power in case of an attack, and hold commu tion with Cumberland if you do not wish me to hold communic with Harper's Ferry. In this case I must evacuate Martins and concentrate our forces at Charlestown. Please answer imi ately. F. SIGEL,

Major-Gener

ADJUTANT-GENERAL U. S. ARMY.

MARTINSBURG, W. VA., July 2, 1864. (Received 12 p.

The following just received from General Kelley:

Refugees just arrived at Beverly report Imboden's, Early's, Breckinridge Jackson's commands twenty miles from Staunton, en route for this place, or day last.

F. SIGEL,
Major-Gene

ADJUTANT-GENERAL U. S. ARMY.

Headquarters, Shepherdstown, W. Va., July 3, 1864. (Received 6.30 a. m. July

At 6 o'clock this morning the enemy attacked our forces at town and Darkesville, on the Winchester pike. Major-General som led the force attacking Colonel Mulligan at Leetown. cavalry made an assault on our cavalry at Darkesville, and

WAR OF THE REBELLION:

A COMPILATION OF THE

OFFICIAL RECORDS

OF THE

UNION AND CONFEDERATE ARMIES.

PUBLISHED UNDER THE DIRECTION OF

The Hon. REDPIELD PROCTOR, Secretary of War,

BY

MAJ. GEORGE B. DAVIS, U. S. A., MR. LESLIE J. PERRY, MR. JOSEPH W. KIRKLEY, Board of Publication.

PART I-Reports, Correspondence, etc.

WASHINGTON: GOVERNMENT PRINTING OFFICE. 1891.

Edinburg Area Chamber of Commerce. Inc.

Office: North Main Street

EDINBURG, VIRGINIA 22824

May 26, 1981

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

Attention: Notice No. 371

In response to the Highway Robbery by California Wine Growers, the Edinburg Chamber of Commerce would like to protest the proposed regulatory action. We wish to be in agreement with our Congressmen and others in opposing the California Wine Producers' to obtain the right to use the name Shenandoah Valley in their labeling and advertising of wine. We are now enjoying the wine industry in our own Valley and in other parts of our State, and to take Shenandoah away from Virginia where it certainly belongs would be against what we stand for.

It is our sincere hope that this will receive prompt attention.

Sincerely,

EDINBURG AREA CHAMBER OF COMMERCE

Miriam Irvin, President

Miniam Dr

MI:dfs



22 May 1981

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

Re: Notice No. 371

Gentlemen:

It has just come to my attention that the Amador County Wine Growers Association of California has petitioned BATF to designate an area of California as the Shenandoah Valley Viticultural Area,

I am totally opposed to allowing the wine growers in California to use the name given to this valley in Virginia, even if the name was carried to California by settlers. Besides being an unwarranted name-grab, it would be very confusing because there already are vineyards here rightfully using the name of the Shenandoah Valley.

Sincerely,

James H. Allamong, Jr.

General Delivery

Fishers Hill, Virginia 22626

21 May 1981

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

Re: Notice No. 371

Gentlemen:

It has just come to my attention that the Amador County Wine Growers Association of California has petitioned BATF to designate an area of California as the Shenandoah Valley Viticultural Area.

I am totally opposed to allowing the wine growers in California to use the name given to this valley in Virginia. Besides being unwarranted and outrageous, it would be very confusing because there already are vineyards here rightfully using the name of the Shenandoah Valley.

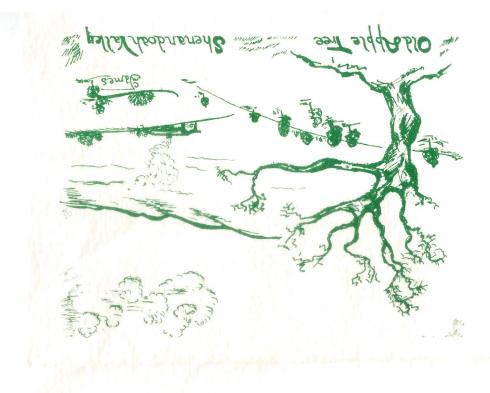
I read about this proposal in the Letters to the Editor column of my local paper only yesterday and I am also concerned that such little notice of this name-grab was given to the residents of the Shenandoah Valley.

Again, I am opposed to allowing the Amador County Wine Growers Association to use the name of the Shenandoah Valley.

Sincerely,

Patricia B. Flegal

Winchester, VA 22601



Bureau of alcohol Jobacco and Firearms Boy 385 -Yashengton, D. C. 20044

Dear Sir:

the Dirginia, Therefore only the Vineyards here Should bee allowed to tese the name.

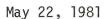
may 23, 1781

Please do nat approve the petition of the amador County Mine Growers assoc of Calefornia to use the Names Sheuaudoale Valley. This would Certainly Cases a great deal of Confession I do not appreciate the attempt made leg this association to steal the name of our valley. 198 anderson and Jancey B. Melle Wurchester, Va. Vancey B. Melle

Creeko Creations

VIRGINIA STATE CHAMBER OF COMMERCE 611 EAST FRANKLIN STREET RICHMOND, VIRGINIA 23219

(804) 643-7491



Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Washington, D. C. 20044

Attn: Notice No. 371

Dear Sir:

The Virginia State Chamber of Commerce urges you to deny the request by Amador County, California grape growers for exclusive use of the "Shenandoah Valley" name to describe their products.

The Shenandoah Valley in Virginia has strong ties to this country's history and culture. Use of the name on products from any other location will certainly cause a great deal of confusion for consumers, regardless of the fact that the name Shenandoah might appear on a map of California.

It would certainly seem prudent to assume that the California growers could establish a reputation for themselves with the term "Amador County, California Viticultural Area" on the labels of their product. The California proposal is all the more confusing given the fact that grapes have been cultivated in the Shenandoah Valley of Virginia for more than 200 years. The Shenandoah Valley in Virginia now has its own commercial wineries, which would lead to even more confusion should the California growers be granted the use of the historic Virginia name.

The Virginia State Chamber of Commerce is vitally concerned with the decision which will be made in this matter. Please call on us if we may provide information to assist your office in arriving at the decision.

ard S. Gillis, Jr. ecutive Vice President

RSG.ir:rl

cc:

The Hon. J. Kenneth Robinson Mr. Meriwether German, SVTA G. R. Dickerson, Director, BATF

OFFICERS—NORWOOD W. WILSON, JR., PRESIDENT; WILLIAM H. GROSECLOSE, FIRST VICE PRESIDENT; AMMON G. DUNTON, JR., VICE PRESIDENT, TIDEWATER; EDWARD E. LANE, VICE PRESIDENT, PIEDMONT; WILLIAM L. PFOST, JR., VICE PRESIDENT, VALLEY; JOHN R. TURBYFILL, VICE PRESIDENT, SOUTHWEST; LOUIS G. SPORTELLI, VICE PRESIDENT, NORTHERN; WILLIAM R. WATKINS, JR., VICE PRESIDENT, SOUTHSIDE; PETER F. NOSTRAND, TREASURER; EDWIN C. FERGUSON, JR., IMMEDIATE PAST PRESIDENT.

STAFF - RICHARD S. GILLIS, JR., EXECUTIVE VICE PRESIDENT; ALAN W. DAVIS, TRAVEL AND PUBLIC RELATIONS; HARRY L. FRAZIER, JR., PUBLIC AFFAIRS AND RESEARCH; MARSHALL A. GARBER, COMMUNICATIONS; NORMA R. KELTNER, MEMBERSHIP; EDWIN C. LUTHER, III, EXECUTIVE MANAGER; WILLIAM C. RIGSBY, INDUSTRIAL DEVELOPMENT; CHARLES H. STEBBINS, MANAGEMENT RELATIONS.

(66)

May 26, 1981

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms PO Box 385 Wahsington, D. C. 20044

RE: Notice No. 371

Dear Sir:

As a resident of the Shenandoah Valley of Virginia for nearly thirty years, I find it quite unbelievable that your Bureau could even consider the request of the Amador County Wine Growers Asso. (California) to use the name "Shenandoah Valley" in their advertising.

Granted the name "Shenandoah" was probably taken to their area by former residents of Virginia in the 1800's. However, the name "Shenandoah" has been identified with Virginia since the white man settled the area. The name was taken from two Indian words that described the beauty of the area and the name of the chief of the Indian nation in the valley.

To allow this obvious misconception used in advertising would be unthinkable. Ask anyone where the Shenandoah Valley is and they will say Virginia!!

I protest the Amador County request and sincerely hope that you will reconsider and forbid their petition.

Sincerely,

Patricia H. Eaton

Harrisonburg, Virginia 22801

MAJOR MARION S. CHARNOCK, AUS (RET)

TAPPAHANNOCK, VA. 22560 27 May 1981

Chief, Regulations and Procedures Division
Bureau of Alchhol, Tobacco and Firearms
P.O.Box 385
Washington, D.C. 20044 Rel: Notice No. 37

Dear Sir:

Virginia has given so much of herself is it true that she will now have to give up our valley? I certainly hope not.

Yours very truly,

Marion S. Clarenock

CC: Congressman Paul Trible

LSC/msc

(67)

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Mame of their ware.
The Sheranderah Valley mans
is ours series beginning of
our nation.

Thomks, Helen Lincoln

Leid 5/29/87



May 26, 1981

Springfield, Virginia 22151

Chief Regulations and Procedures Bureau of Alcohol, Tobacco & Firearms Post Office Box 385 Washington, D. C. 20044

Dear Sir:

PLEASE PLEASE deny The petition of The Amador County (California) Wine Growers Association to designate an area of that state as the Shenandoah Valley Viticultural Area!!!!!!!!

I am a lifetime resident of Virginia, and the beautiful SHENANDOAH VALLEY is our legend, and it should never, ever be used on the label of a bottle of California wine.....

Sincerely,

Patricia K. Cunningham

рс

Strasburg, Oc. 22654 May 29, 1981 Chief, Regulations & Procedures Div. B. a. J. 7 POBO4385 Washington, DC. 20044 Dear Sir, The here in the Shenandoah Valley of Origina object to having other locations each in on the name "Shenandoah Valley," We are especially auxious to protect our infant time industry which seems to be thriving, and we are pleased with the product. California has enough going for that state without adopting the Shenandoah bolley name for any of their wine growers. four consideration four view will be greatly appreciated. Verytruly yours, Virgueia Chailes (Mrs W. B. Baeles)

Dear Sirs; The world is full of "copies" that never quite measure up to the real thing. Countries and regions, for instance. There is "Little Switzerland" on the Blue Ridge Parkway, "Germany Valley" in West Virginia, and "Shenandoah Walley" in California. Everyone knows the latter has to be a copy of the famous Shenandoah Valley of Virginia.

We are not particularily partial to the wines of the Virginia Shenandoah Valley but we do feel the name should be reserved for use by any product produced here in our state, not by the state of California. Count that as two votes in favor of the Shenendoah Valley of VIRGINIA.

Thank you for Start Finlayson

Finlayson

Harrisonburg, VA 22801

THE XASSOCIATION XOFX SOUTHEASTERN BLOLOGISTS

Winchester House; #400 27 S. Cameron Street Winchester, VA 22601

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

Attn: Notice No. 371

Sir:

I am very concerned that Amader County in California wants to use the name of our famous Shenandeah Valley on their wine labels. I believe it would do a great deal of harm to the name of our historic Valley to be used in advertising by wineries and on wine bottle labels!

I am asking that you <u>please deny</u> the California request. Our Shenandoah Valley is renowned for its legends and beautiful scenery and, as a lifetime resident of Ithis area, I don't like the idea of some other state usurping our Valley's name and using it on a bottle of intoxicating beverage!

Sincerely,

Mrs. Leonard L. Larrick





Sheraton Inn

I-81 & U. S. 33, EAST HARRISONBURG, VA. 22801 TELEPHONE (703) 433-2521

May 27, 1981

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

ATTN: Notice No. 371

Dear Sir:

I cannot urge you more strongly to refuse the ridiculous request of the Amador County Wine Growers Association (California) to designate an area of that state as the Shenandoah Valley Viticultural Area. I feel certain that California has historic names of its own that may be used for this purpose. Those of us who live in the Valley are very proud to do so and do not favor the idea of the name "Shenandoah Valley" being used to sell a California wine. We have vineyards of our own developing with which we are very pleased. The confusion caused by the opportunity to buy a wine made in the Shenandoah Valley of Virginia or a Shenandoah Valley wine made in California would be absurd. It also appears to be a rather obvious attempt to trade on a good name. The Shenandoah Valley is an original, a one of a kind. Shouldn't her wines be the same?

Sincerely,

Elizabeth Hynes Sales Manager

(74)

17 Spencer Court Sausalito, California 94965 415 332-9396

May 28, 1981

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

Re: Notice No. 371; Shenandoah Valley Viticultural Area Sir:

In response to the request in the Federal Register, Volume 46, No. 70, for comment on the above notice, I hearby submit a change in the proposed possible boundaries of this viticultural area and enclose the following documents to substantiate this change:

- 1. Composite soil survey map of the area with overlays showing area vineyard locations and proposed boundaries
- 2. Excerpts from the soil surveys of the Amador and El Dorado areas
- 3. Chart showing area vineyards by altitude and soil name
- 4. NASA black and white photo of area
- 5. Oblique color photo of the area showing the change in topography at the northern boundary of the area herein described
- 6. Revised boundary description
- 7. Applicable USGS maps with revised boundaries marked

The lands added to the proposed Shenandoah Valley Viticultural Area by this request consist of those portions of sections 7, 8 and 9 of township 8 north, range 11 east, denied inclusion within the original petition by the use of

a county line for the northerly boundary of the viticul-tural area.

However, article 4.25a, Title 27, CFR, requires that such boundaries be geographical features (climate, soil, elevation, physical features, etc.) which distinguish the viticultural features of the proposed area from the surrounding areas.

The viticultural features of the lands affected by this proposed boundary change are geographically indistinguishable from the adjacent lands in Amador County. The Sierra series soil continues unchanged across the county line. Likewise, the climate, altitude and topography of this land are identical to its neighbors to the south. The geographical features that distinguish the viticultural area from adjacent areas to the north occur at the canyon formed by the Middle Fork of the Cosumnes River and Spanish Creek. It is at this recognizable feature that abrupt Changes in soil types and topography take place.

I believe the enclosed exhibits will confirm that the change in boundaries herein proposed will result in the inclusion of vineyards that truly belong within this viticultural area.

Sincerely,

Robert E. Lang

Robert E Slivey

REVISION TO THE PROPOSED BOUNDARIES OF THE SHENANDOAH VALLEY VITICULTURAL AREA

The boundary of the Shenandoah Valley Viticultural Area starts at the Cosumnes River point where the boundary of Amader Sounty and El Dorado Sounty meets Big Indian Creek and then proceeds south following Big Indian Creek until it meets the boundary between sections 1 and 2 of township 7 north range 10 east and then follows this boundary until it meets the Oleta (Fiddletown) Road and then follows Oleta Road east until it meets the boundary between sections 6 and 5 of township 7 north range 11 east and follows the boundary north into township 8 north range 11 east and continues north on the boundary between sections 31 and 32 until this boundary meets Big Indian Creek and then follows Big Indian Creek in a northeast direction until it meets the boundary between sections 27 and 28 of township 8 north range 11 east and then follows this boundary north until it meets the intersection of sections 21, 22, 27 and 28 of township 8 north range 11 east and then proceeds east, then north and the west along the boundary of the west half of section 22 of township 8 north range 11 east to the intersection of sections 16, 15, 21 and 22 and then proceeds north along the boundary between sections 16 and 15 of township 8 north range 11 east and continues north along the boundaries of sections 9 and 10 of township 8 north to the intersection of sections 9, 10, 3 and 4 of range 11 east until the boundary meets the boundary between Amader township 8 north range 11east and the proceeds west along the boundary County and El Derade County and then countinues west fellowing the of sections 9 and 4 and continues west along the boundary of sections county line until the starting point. 5 and 8 of township 8 north range 11 east to the Cosumnes River and then proceeds west along the Cosumnes River to the point of beginning.

SHENANDOAH VALLEY AREA VINEYARDS by Altitude and Soil Type

VINEYARD MAP No.	ALTITUDE	SOIL NAME
1	1200	SfB, AaB
2	1300	ShC2
3	1300	ShC, SfB, ShB, AaB2
<u>4</u>	1500	SgB2, ShB, SgC2, S1D3
Ş	1500	SgB2
0	1500	SgB2
23456789	1500	SgB2, SgC2
0	1500	SgB2
10	1500	SgC, SgD
11	1500	SgB
12	1500 1500	SgB, SgC, SfB
12	1500 1500	ShC2, ShC ShC2, ShB
111	1600	SgC, SgD, SfB, SgB2
15	1600	ShC2
13 14 15 16	1600	SgC, SgC2, SgD, SgB2, SuB
17	1600	SgB, SgD2
18	1600	SgC, SgB2
19	1600	SgC, SgB2
20	1600	SgB2
21	1600	SgB2
22	1700	SgC2
23**	1600	SfD2, SfC2 (El Dorado County)
24	1600	SgC2, SgB2
21 <u>.</u> 25 26	1600	SgC2, SgB2
26	1900	SgC2, AaB2, AaC2, AdD
27	1800	SgC2
28	1700	SgC2
29	1700	ShD2, SfB
30*	1800	SgB2, S1D3
31*	1800	SgB2
32*	1900	SoC, SoE
33*	1700	SgB2

^{*} Vineyards not included within the boundries of the Shenandoah Valley Viticultural Area as proposed and submitted by the Amador County Wine Grape Growers Assn.

attachment 10 Comment

17 Spencer Court Sausalito, California 94965 415 332-9396

July 8, 1981

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

Re: Notice 371; Shenandoah Valley Viticultural Area

Sir:

In my letter of May 28, 1981, I submitted a revision to the proposed possible boundaries of this viticultural area. This was done so as to include within it those pertions of sections 7, 8, 9, 15 and 16 of Township 8 north, range 11 east, MDM, lying north of the county line in El Dorado County. Those portions of the same sections lying south of the county line in Amador County are within the boundaries of the petition as submitted by the Amador County Wine Grape Growers Association. I ask that these comments and enclosures be attached to, and made a part of that previous letter.

At issue is the viticultural home of 170 acres of wine grapes, of which 40 acres are now bearing. There are no other commercial vineyards in this southernmost area of El Dorado County. Virtually the entire production of this vineyard, including its first commercial crop in 1978, has been purchased by the Sutter Home Winery of St. Helena, California. Sutter Home Winery has been a major buyer of Shenandoah Valley grapes since the 1960s. Vineyard acreage in the valley area has more than doubled since that time.

Until April 16, 1855, the entire petition area was a portion of El Dorado County. The line separating the counties of El Dorado and Amador prior to that time was Dry Creek (Fiddletown and Amador City Quadrangle maps).

The only historical, practical and legal access to this property above the present county line has always been via a ford and, since 1923, a bridge across the South Fork of the Cosumnes River at the end of Upton Road (section 8 north, route 11 east, MDM). The only bridges across the Middle Fork of the Cosumnes River near this area are at Highway 49 and at the town of Somerset. There is no access to this property, real or otherwise, from north of the Middle Fork of the Cosumnes. The local postal address of this property is Route 2, Box 28A, Plymouth, Ca. 95669, identical to that of its neighbors to the south (The Amador Couty Wine Grape Growers Association address is box number 27). Electric power service to this property, at present in the engineering stage, will come from existing lines to the south in Amador County (section 17, Township 8 north, route 11 east, MDM).

I enclose the following excerpts from the book, The Shenandoah Walley Area of Amador County, California, 1854-1904, compiled by Elsie E. Dixon, 1976:

- 1. Page 28, indication that the Shenandoah Valley area was for a short time called the "Jameson settlement." The subject land of these comments was owned by the Jameson family for over 100 years prior to the present ownership. Also, page 28 gives indication that disputes involving county boundaries have occurred previously in that area.
- 2. Page 177; the obituary of William Hynds, whose cabin still stands on the subject property, is referred to as a "resident of Shenandoah Valley." The canal he tended, Known now as the Plymouth Ditch, heads on the Middle Fork of the Cosumnes River and, flowing west and south, generally follows the contour of the northern and western Shenandoah Valley boundaries.
- 3. Page 185; of the four references to the death of Mrs. Robert Jameson, the first notes she "lived in the Shenandoah Valley since 1873;" the second and third indicate she resided "in this neighborhood," and the last that "her home had been near Shenandoah, just across the border of El Dorado County."

Also enclosed are pages 71-73 of the book, Amador County History, 1927. The "original Jameson holdings" referred to in paragraph 2 of this section are a portion of section 8, township 8 north, range 11 east, MDM, proposed for inclusion in this viticultural area by these comments. The Robert Jameson home mentioned in paragraph 3 isslocated on the same section. The final paragraph of this chapter indicates that there was some amiable inter-county co-operation in that the Shenandoah Farm Center was originally a unit of the El Dorado County Farm Bureau, and that it was an El Dorado County farm advisor, B. L. Jones, who conducted demonstrations of vine pruning in the Shenandoah Valley in the 1920s.

Therefore, I believe it is readily apparent that the physical location, orientation, history, economy and prosperity of this property is now, and has always been, directly associated with the contiguous lands to the south and should viticulturally be considered to be a portion of that geographical area historically known as the Shenandoah Valley.

Sincerely,

Robert E. Lang

Amador County History

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caR 979.442

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Acknowledgements are made to contributors of articles and photographs under each, as they appear in the magazine. The only books consulted by the editors are Mason's "History of Amador County" and "Biography of Northern California".

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APRIL 1927

AMADOR COUNTY LIBRARY, 530 OUTTER ST. JACKSON, CALIF. 95642

1878. Bret Harte has a story, "An Episode of Fiddletown", in his "Argonauts", which depicts the customs and habits at that time. In Judge Purinton's annual trips to San Francisco he claimed to be constantly embarrassed by jokes. When he signed the hotel register, the clerk assumed a lofty air, as his abode was stated. Merchants on the lookout for a customer thought the man from Fiddletown "easy picking", so he vowed to make a change, and the euphonious Oleta it has been since 1878. The Indians called every spring near their camping place by some sweet and sonorous name, but the Yankee changed each at his own sweet will. Poompoomattee became Suckertown-another, Helltown, Hogtown, and Shirt-tail, to say nothing of some unprintable. From '49 until American and French flats were discovered in '52, Oleta did not grow. Captain Stowers, with Curtis and Carter as partners, kept the hotel, which had a real glass window. The bar room was sitting room, dining room and bedroom, the beds being potato sacks stretched across poles, with blankets but no pillows—a man's boots were his pillow. In '52, the U.S. Hotel was put up and run by a man named Cape, who became a judge of the Supreme Court later.

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Wells Fargo Co. had its office in the new hotel, and one night the safe was robbed of \$10,000. The usual mob assembled to hang the guilty party. They strung their man up several times, but sympathizers cut him down. He declared his innocence, saying it would kill his mother and sister to hear of such a death. They strung him up again when Dr. Phelps and a deputy sheriff arrived, cut the man down and revived him, though he was paralyzed for months. It was found later that he had been in Forest Home the night of the robbery, and it was also proven that one of the mob was the actual robber, the money being found in an old oven. The Briggs, La Graves and the Scott sisters from Amador resided in Oleta-or rather Fiddletown-at this Oleta means Old Home Spring. Dr. Norman heard an Indian chief tell his father Oleta mussa is equivalent to Old Home Spring.

Mrs. Elsie Woolfolk, the active little secretary of the Parent Teacher's Association in Oleta, has contributed the following:

The P. T. A. was organized in October, 1925, and now has fifty-eight members. They have a well conducted school in Oleta, but school funds were not sufficient to provide all they felt their children needed. Their meetings are held in the town hall and in the year and a half since they organized they have given balls, card parties, disposed of hand-work, etc., and now own a piano, all needful equipment for setting tables

for 70 or 80 people, orchestra chairs, and have helped their school in many ways. It is a live social asset, people from all over the county joining them in their good times, and finding out the fine caliber of these descendants of the old timers of Fiddletown.

John J. and Martha Eleanor Neff, grand-parents of Mrs. Woolfolk, and a brother of the former, came to Fiddletown in '53, so were real pioneers. The late Mrs. Mary Erauw came with her husband in '55, as did H. E. Farnham, who owned and operated a saw mill almost in the center of town. He and Mr. Ostrom, Sr., were partners. Ben Tyler came in the early '50's. W. F. Woolfolk started for California when 18 years of age, helping to drive 1000 head of stock to California. He died in 1918, at the age of \$4 years, having spent nearly all of his life in the mining town.

The old brick store on Main Street, owned by Ernest Erauw, was built from brick made by his father in the '50's. There are several buildings of adobe in a state of good preservation. These were forts, built by the Chinese to protect their gold. Mexican bandits continually robbed the hard working celestials, so they "laid off" mining long enough to build these forts. The old port holes may still be seen. The real Old Fort John, mentioned elswhere, is about four miles above Oleta. Only portions are standing, with but one port hole visible. It is a real historic landmark.

Oleta's future was never so bright, thousands of vines and trees having been planted the last six years. I. P. Ostrom has one of the largest vineyards and orchards in the county, a fine house and every modern equipment. Ralph Farnham has a pear orchard; Lewis Smith and Sons, a vineyard; Dennis Toomey, a vineyard; also W. D. Clark and Son. Taylor Bros. have a walnut orchard. The mining industry is promising, C. D. Crane having a well developed quartz proposition.

SHENANDOAH VALLEY

This lovely valley is one of the show places of Amador County, and reminds one of "Arcadia" in Longfellow's beautiful poem. The thing that impresses one most is that the children of pioneers still till the soil that first knew the plow in the early '50's. The Jamesons. Balls, Crains, Davis', Bells, Uptons, Harretts, are still here. Beautiful orchards and vineyards, well tilled fields, cattle and sheep, toll the reason.

The editor had the good fortune to spend an hour with Robert Jameson, who lives on the original Jameson holdings with his youngest son, Paul. His brother, W. T., came by wagon

in '49, from St. Louis, stopping at Sacramento and later near Oleta. Jameson, Sr., came in '50, and the following year the younger man went back and brought out the family, and for the second time made his way across in a covered wagon. The second trip was easy in comparison with the first, for he knew the water holes and the shortest routes between stopping points.

The family settled on the spot where Robert Jameson now has his home. He was nearly five years old when he came in '52, and is 78 years young. His active outdoor life makes him appear in his 50's, and he ignores the auto, usually, and proceeds on horseback.

In '51, the Jameson saw mill was started, cutting by horsepower, and in '52 was moved an eighth of a mile, and steam substituted. Oxen hauled the lumber wherever needed for sluice boxes. There was considerable mining on Pigeon Creek and its laterals; \$30,000 was taken out on the Oliver Ball ranch. Barley was the first crop put in, to feed the mules and oxen. Foodstuffs were hauled from Sacramento, necessitating the feeding of many animals. The soil of the valley is deep and rich, and in its virgin state produced three tons to the acre, which readily sold for hay at \$45.00 per ton.

In '51 and '52, the great flood prevented teamsters from hauling. Pack mules were substituted and food carried at twenty-five cents per pound, until teaming was resumed.

The old Amador History, edited in 1880, says of Shenandoah: "It has many fine farms and orchards, that of Oliver Ball's being among the best."

The Harrells, Davis' and Balls were the first to deal commercially in fruit, their wagons making regular trips to all parts of the surrounding country. Prunes and walnuts are extensively grown now, as well as choice grapes. The Harrell place is named Glen Della, in honor of the first grand-daughter. Harvey Jameson, son of Robert Jameson, is one of the "livest" men in the state, running a model farm and taking an active interest in district and county affairs. He married a daughter of Oliver Ball. His young son, Robert, is at home with his parents. A daughter, Doris, is at the State University. Fred Ball, principal of the Jackson Grammar School these many years, has a farm nearby, planted to prunes, almonds and grapes. He has sheep, also, and in his leisure hours (if a tercher ever has leisure hours) he plays at being a farmer. A nephew, whose ranch adjoins, looks after the ranch. Mr. Ball married Miss Norma Werner of Sutter Creek. A young son and daughter are in high school. Oliver Ball and wife have lived in Shenandoah since the early '50's. When they first came to the state

they settled for a time at Pokerville, near Plymouth, giving Mr. Ball time to locate favorably. Mrs. Ball and the mother of Webb Smith began a friendship here that lasted throughout their lives. Both passed away during the past year. Mr. Ball has been ill the past month, but is improving under the tender care of his daughter, Mrs. Bell.

Robert Jameson and his son are stockmen. For years they did the harvesting in the valley, but other interests have caused them to abandon this line of work. His daughter, Mabel, spends her vacations on the home place, but for many years has been a successful teacher in the Jackson schools. Several of our best ancedotes were related by Mr. Jameson, and when our magazine goes to press, we plan to go over and listen to some more.

On a knoll in the Valley, surrounded by acres of young walnut trees, a beautiful structure is being erected by Dr. Cooper of Angels Camp. The foundation is of native rock, the blocks of stone of massive size, and the whole covering an area large enough for a castle. Six men are continually employed. The upper portion is being built of giant logs, with openings for huge fireplaces. The writer, delighted with the magnificent site and view, dropped a line to Dr. Cooper, and this is his reply:—

"I chose the site in Amador County, where I am building, on acount of the splendid soil, the magnificent view, and the congenial people. The fact that Amador is carrying out a progressive road program was not a small factor in helping me to decide where to locate."

Mr. Jameson, Sr., used to deliver his hay to Cedarville in El Dorado County. At the way station where they stopped for dinner, it was the custom of the innkeeper to give a free drink of whisky before dinner and a cigar after the meal. A seasoned old veteran took his finger of liquor one day, gazed at the empty glass, then asked, "Would it be all the same if I took another whisky now and let the cigar go by?" It would.

The Shenandoah Farm Center, a unit of the En Dorado Farm Bureau, was permanently organized in October, 1921, with Harvey Jameson, Director and Thos. Davis, Secretary. Their most important work has been aiding the supervisors to secure rights of way and carry on road work to the amount of several thousand dollars; successfully conducting wool pools in '23, '24, and '25, that resulted in much financial benefit to the sheep men of the Valley; conducting cost surveys of grain growing and demonstrations by B. L. Jones, El Dorado Farm Advisor, in pruning

of trees and vines, and other orchard work. Signs have been placed at all the Valley cross-roads, whereon are written the names of farmers living along the road. They have improved the school building to the amount of several thousand dollars, putting in a hardwood floor, repainting and placing a sign over its door. At present a committee is re-marking the pioneer and long-neglected graves and clearing brush, etc. This unit has the distinction of being the only one in California, and possibly in the United States, to successfully function in a county having no Farm Bureau. George Dillon is the present Director; Wilma Crain, Secretary.

STONY CREEK

"Old settlers who have sold out, mostly to cattlemen," writes Miss Mary Brown, "are Myers, Hopkins, Robinson, Morrow, Presely, Carter, Floyd, Andersen, Wildes, Clements, and Fillmore. Four families are left: Gibberts, Courtrights, Browns, and Ellis."

Mr. D. H. Brown came to the state in 1863. His wife was brought to Amador in 1857, a child of two, who had been born in Hayward. She lives on her parents' ranch in a house built where a two-story hotel once stood. Almost any crop flourishes at Stony Creek wherever there is water. Beautiful geraniums donated to the Red Cross Shop by Miss Mary Brown, created a sensation in Jackson. An ox ring may still be seen in a large oak tree at the edge of the county road near the Brown house.

The Ellis family have large holdings near Stony Creek. The Ellis "boys" settled there in the early days, their little mother being mistress of the old stone house, since burned. Joseph, George and Robert Ellis were stockmen and general farmers, and all acquired a competence. Only Joseph married, going back to Milwaukee in the late '80's and bringing back his boyhood sweetheart, Julia Curtin. A daughter, now dead, and two sons, John and Francis, were born to them. The elder Ellis' are all dead, but Mrs. Joseph Ellis and her two sons carry on their extensive cattle business. Neither young man has, as yet, married.

joy to the beholder, with its cozy house and beautiful stone fences. Myers, Sr., was a miner in Volcano in the early '50's, but found ranching more remunerative, and farmed successfully until the weight of years caused him to transfer his responsibilities to his son, Oscar. Oscar Myers and wife have five sons and two daughters. When the high school was built in Jackson, the Myers family sold their ranch and rented a home on Sutter Street, that Ralph and

Irma, the two youngest children, might be nearer school. Ralph is now at Stanford and Miss Irma is at hone with her parents and will graduate this year.

SUTTER CREEK

Articles and Personals collected and organized by M. T. W.

At the request of Mrs. Warrington, the noted lecturer, Rev. H. B. Williams, has submitted the following:

I can remember now, as if it were but yesterdar, the late afternoon of one summer day when we rolled into Sutter Creek in a four-horse Concord stage, driven by Ed Scott. Sitting on the ceat beside him was an express messenger with a sawed off shotgun across his knees. That was half a century ago. We had come up from the San Joaquin valley, and at Ione we took the stage for Amador City. From Amador City we took our household goods up over the steep hill to New Chicago, a village of about twenty houses. Two years ago in company with my wife and my long time friends, Mr. S. J. Lubin of Sacramento, I revisited this same little hamlet, but the house in which we had lived was gone

Aaron Mason kept a boarding house and bar for the miners, and a Mitchell family up near the Potoski mine kept another boarding house. William and Seth Jennings had a grocery store next to our house (that is also gone). The father of these boys, William Jennings, kept the store, postoffice and telegraph office in Drytown. Frank, another son, was the telegrapher.

My father, John H. Williams, was a miner. My younger brother, now Dr. S. A. Williams of Los Angeles, and I attended school in Drytown and received the rudiments of our pedigogical instruction from a Mr. Spencer.

When about 14 or 15, I worked for a short time in Amador City for a man by the name of Chichizola, in a general store. From there I went to work for Thos. Silva in the meat market at Drytown. I was "the butcher boy". With "Sief" Harrington I bought and drove cattle. At one time I went with Lewis Meiss and some half dozen "cow boys" to the region of Lake Tahoe and brought out about 300 head of steers that had been summering on the range there. We came back by way of Carson Spur and Silver Lake The night we stayed at the lake I slept on the ground and that night the lake froze over so that I had to break the ice to give my horse a drink in the morning.

At Drytown, a Mr. Burlingame kept the "Hotel". There was there at my time, a Mrs. Molly Henderson, who claimed to be the first

THE

SHENANDOAH VALLEY AREA

OF AMADOR COUNTY,

CALIFORNIA,

1854-1904

To the Peters January

Elect & Sandon

Cor 7, 1979

Household furniture of Mr. Sexton stored in the N. Wheeler dwelling house.

The residence of Mr. Sharp was also consumed.

The hoisting works of the Gowanus mine were saved.

... The works of the Shenandoah Mining Company owe their salvation to the fact that the precaution had been taken of clearing the grass from a strip of ground surrounding the works...S. K. Thornton, the superintendent, was absent in San Francisco when the fire occurred. (AL 7-18-02)

The old Wheeler mine was being called the Ivanhoe in 1903. (AD 11-13)

Considerable damage was done during the windstorm last Thursday. The entire roof of C. H. Courrier's barn was carried away early in the morning during the strongest blow. A fine old oak tree in front of the home of Robert Brown, Sr., fell Thursday night, giving the house and its occupants a very narrow escape. A store room only a few feet away was completely destroyed. The tree was of unusual size and symmetry and one of the landmarks of the valley and its passing will doubtless be much regreted. Minimum damage to fences, roofs, and trees were common, and "too numerous to mention". (AD 3-18-04)

December 14--In issue of the Ledger of the 10th I noticed a mention of J. F. Gregg and wife under the heading of "Veteran Pioneers," I quote in part of the same "J.F. Gregg and wife of Plymouth have lived longer in the territory now comprising Amador county than any other residents, living or dead. They were here before Amador count was organized. Strange though it may appear they have lived in three counties without changing place of residence; first in El Dorado, next in Calaveras and lastly in Amador, without a break for 50 years and 7 months. If anyone else can claim anythin like that record of continuous residence in old Amador we would like to know it."

To begin with I extend a pioneer's hand to Mr. Gregg and his worthy wife, of whom I have the friendliest feelings. While Mr. Gregg and his wife are pioneers they are not the oldest in the county by any means. To begin with I and my sisters now living, Mrs. A. J. Crain and Mrs. M. J. Forbes, have been residents of the county 55 years and 8 months. Robert Jamerson and his sister, Mrs. Gibson of Plymouth, have been here for more than 57 years. In fact, Shenandoah Valley was called the Jamerson settlement when we came here in 1854. Mrs. B. F. Richtmyer of Jackson has been in the county for upwards of 56 years, also W. O. Clark. John Davis has been in the county for over 50 years. W. H. Sharp has been in the county for 54 years (not con tinuously--ed). Dave Billalon, who owns a variety store in Oleta has been in the county continuously for a little more than 59 years. Mrs. C.(?) E. Townsend has bea resident for 58 years. Mrs. M. J. Erauw and Mrs. Purington have each been here more than 50 years. Mrs. E. Mettler has been here 54 years. E. Maranda has been a continuous resident for a little more than 59 years. My own wife, her sister, Mrs. Haverstick of Ione, and her two brothers, John and W. J. Cruson have been residents of this county for 54 years. J. C. and Hulet Deaver of Oleta have each been here 55 years. Mrs. Croft has been here 56 or 57 years. So you see I have mentioned only those I know personally. I am satisfied that elsewhere in this county many ye living have passed the half century mark. There are several Oleta native sons and daughters that have passed the half century mark right here today -- Mrs. E. Love, Mrs. Ora Knapp, Holly Yates and Chas. Shriner. The dispute over county division lines caused the condition Mr. Gregg mentioned by living in three counties. Once my father was assessed on his property by both El Dorado and Amador assessors, each claiming the right to assess it. It was simply a dispute over division lines. Thi was only the concomitant of a land of confusion and wilderness .-- Chas. S. Bell (AL 12-17-09)

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I. FELIX F. HUOT, who is believed to have lived on the Antonio Togni property (sec.
                   16, 8-11) as a renter (jes)
      b. 24 Mar., 1841, France (4-180); 2 Sept., 1841 (t)
      d. 12 Jan., 1924, nr. Drytown, 82 yrs. (4-180)
      bu. Live Oak Cem., Sacramento Co., Calif.
     m. MARY ANN BUCKWAITER, dau. of Joseph Buckwalter; both parents were born in
                              France (4-72)
          b. 4 Apr., 1854, Penn. (4-72)
           d. 15 Sept., 1919, 65 yrs., 5 mos., 11 das., nr. Drytown (4-72)
          bu. Live Oak Cem.
     Children:
        1-2 JOSEPH D. HUOT
              b. 6 Nov., 1875, Hawley, Penn (t)
              d. 25 May, 1946; bu. Live Oak Cem.; never married (jes)
       2-2 CHARLES H. HUOT
              b. 11 July, 1880, Calif. (t); Acampo (AL)
              d. 31 Oct., 1955 (AL 11-3); bu. Live Oak Cem.; never married (jes)
       3-2 MARY ELIZABETH HUOT
              b. 15 Apr., 1886, Calif. (t)
              d. 14 Mar., 1965; bu. Live Oak Cem. (t)
              m. ANDREW DE MARTINI
                   b. 6 June, 1875, Calif. (t), Valley Springs (sb)
                   d. 4 Feb., 1943 (t), Sacramento (sb 2-6); bu. Live Oak Cem.
              Children:
                1-3 JOHN DE MARTINI (sb 2-6-43)
       4-2 VICTOR HUOT
              b. 16 Apr., 1890, Calif. (t)
              d. 26 Apr., 1954 (t); bu. Live Oak Cem.; never married. (jes)
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HYNDS

I. WILLIAM HYNDS, ditch-tender, who was awarded a superior court judgment against
Dennis Dalton & Adam Baughman, defendants, receiving title to the
east ½ of nw¼, sec. 19, 8-11, 80 acs. (8-324, rec. 11 Feb., 1893)
He deeded this property to A. J. Crain. (11-173, rec. 4 Mar., 1895)
His father was born in Scotland; mother, Vt.
b. ca. 1832, Vt. (C EC 1880)
d. 12 Apr., 1907, 74 yrs., 9 mos., 2 das. (o), El Dorado Co., Calif. (AL 4-19)
bu. City Cem., Plymouth (o)

Aukum, Apr. 14.--This community was shocked at the announcement William Hynds, an old and respected citizen was found dead in his cabin Friday last about noon. (Cabin was barely across the river in El Dorado* Co.)...No one in this vicinity was better known than Mr. Hynds. He was a man of considerable means—having considerable money on hand to loan upon realty. In a sense he was the banker of his surroundings for several miles in extent. He was a brainy man far above mediocre. He possessed a good education, which, coupled with adroitness and integrity of purpose, made him a marked man, who invariably met respect wherever he was known. In a little cabin, where he lived for thirty years as a ditch-tender for Hayward and Hobart, where he amassed his money by tending ditch for a good salary, and by loaning and speculating with the funds he held at his command. To his friends he was always staunchly faithful, and like most of money loaners he was charitable in all his actions. The community has met a loss they cannot well afford to loose. He was buried at Plymouth on Sunday. Requiescat in pace.-(Giddy Dick) AL 4-19-07.

*Another obituary refers to Mr. Hynds as a "resident of Shenandoah Valley". (AL 4-19-07)

JAMESON (continued)

DIED--Near Oleta, Nov. 5, 1884, John M. Jameson, a native of Virginia, aged about 82 years. (AD 11-8)

Mrs. Julia Gibson of Clay Station is visiting her daughter Mrs. M. G. Breese. (AD 8-28-1896)

JAMESON -- In San Francisco, Calif., Mar. 4, 1901, Mrs. Robert Jameson, a native of Iowa, aged 49 years and 1 month.

(The body of the deceased lady, who lived in the Shenandoah Valley since 1873, was brought to Plymouth, where the burial took place on Wednesday.) -- AD 3-8.

Plymouth, March 14.--On the 6th instant we were called to perform the same sad rites for Mrs. Robert Jameson. Her remains were brought from San Francisco where she had been taken by her husband about one week before for the purpose of having an operation performed for a cancer; but she died before the operation took place. Her funeral was still larger than the one of the day before. Both (Columbus Forbes and Mrs. Jameson-ed) have raised large families in this neighborhood, but all of the children are grown and most of the former's are married. (AD 3-15)

OBITUARY-Mrs. Ella Bates Jameson, whose death and burial was noted by our Plymouth correspondent, was well known here having resided in this neighborhood since her marriage in 1872. She was greatly beloved among all who knew her and her death was a great shock to her friends as the serious nature of her illness had not been known until a short while before her death. She was a native of Iowa, aged 49 years and 25 days. She leaves her husband, three children, her father, brothers and sister to mourn their great loss. (AD 3-22)

IN MEMORIUM-Mrs. Robert Jameson, whose death occurred in San Francisco, March 4th, was born in Iowa, February 7, 1852, but had lived in this State from infancy. Since her marriage in 1873, her home had been near Shenandoah, just across the border of El Dorado county. She united with the Christian church about ten years ago and remained a faithful member to her death. Her life has little of incident to recall. She was a loving wife, a true and tender mother, a faithful friend-all simple womanly virtues. But in the hearts of those who knew her best and loved her most her memory is enshrined as something sweet and sacred and this memory will live on when Time has brought healing for their bitter sorrow. Through the long suffering entailed by the disease that sapped her life away, she was brave and sweet and patient and trustful, and unshrinking at the last, passed through the portals of death to the life that is eternal.

The funeral was held in Plymouth, March 6th, at the M.E. Church; Rev. S.H. Phillips officiated, assisted by Rev. C. H. Darling. The casket was nearly hidden under a wealth of blossoms and her last resting place had been made beautiful in white and green.

All that loving heart and willing hands could do had been done to soften the blow to the sorrowing family. -- Mary Sophia Davis. (AD 3-29-01)



Lexington, Va. 24450 May 28, 1981

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P. O. Box 385 20044 Attn.: Notice No. 371 Washington, D. C. Dear Sir:

It has come to my attention that a wine growers association in California is trying to "steal" the two words, SHENANDOAH VALLEY, from its "home base" in Virginia!

I wager that if you asked ten people anywhere in America where the Shenandoah Valley is located, all ten would reply, "in Virginia."

PLEASE don't allow those folks in California to label their area as "Shenandoah Valley Viticultural Area." It's a real steal if I ever heard of one.

Very truly yours,

Alfan, M. C. Mann

aam/hs



Chatham, N. J. 07928 May 29, 1981

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

Re: Notice to No. 371

Dear Sirs,

I am writing to protest the use of Amador County, California winegrowers using the name "Shenandoah Valley" as the applelation of origin.

It is known world wide that the true Shenandoah Valley is situated in the state of Virginia and I firmly believe that the name Shenandoah Valley should remain a part of the glory of Virginia. The state of California has many traditions and names that are an integral part of its history. I do not think they have to resort of using an established Virginia name as their wine trademark.

I do hope this will be resolved in a favorable manner for the people of Virginia.

Most sincerely,

Muriel 7. Hardy Muriel F Hardy (Mrs. P. J.)

Raleigh, NC 27604

May 29, 1981

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

ATTN: Notice No. 371

Dear Sir or Madam:

I object to the attempt by the Amador County Wine Growers Association to designate a part of California as the "Shenandoah Valley Viticultural Area." The Shenandoah Valley is in Virginia—not California!

There is an excellent vineyard at Edinburg, Virginia, located in the heart of the Shenandoah Valley. I drink the Shenandoah Valley wine frequently, and I often recommend this exceptionally fine wine to my friends.

The future of the wine making industry in the Shenandoah Valley is promising. The popularity of this wine is now and should continue to be enhanced by the fame and unique charm of the area where it is produced -- Virginia's historic and beautiful Shenandoah Valley.

Applying the name "Shenandoah Valley" to a California viticultural area is entirely inappropriate. Surely your agency will not allow this group in California to mislead consumers and damage this distinctive name legitimately associated with present and future vineyards in the Shenandoah Valley of Virginia.

Very truly yours,

Edward Funkhouser Wine Consumer

Waynestoro, VD 22980 May 29, 1981

Chief, Regulations? Procedures BATF P.O. Box 385-Washington, D.C. 20044

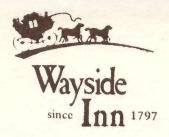
RE: Notice # 37

Dear Sir: I understand that simetime after June 12, 1981 your agency will respond to a petition by the Amador County, California Wine Frances Association that they be skanted exclusive nights to use the name Shenandoah Valley in Sabeling and advertising. I am strongly opposed to this as I feel it would cause much confusion with those wines produced in the Shenandoah Valley of Virginia which was the "first" Shenandoah Valley and by for the most famous. while I can understand the aliforniases Reasons for their petition I feel it would be highly inappropriate you your agency to grand this request. Throughout American this tory the Theoretical Valley which has been a listory the Theoretical Valley which has been referred to in literature, textbooks, movies, etc., has been the Thenandonk Valley of Virginia. It therefore urgl you to protect our of the "proudest, most treasured" names in Virginia for Virginia. rginia for Virginians and the products

of the Thenandoah Valley of Virginia,

Thank you.

Tincerely, J. Stores





May 29, 1981

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

ATTN: Notice No. 371

Dear Sir:

Preserving the intrinsic historic heritage of each region of the country, seems tantamount with our American tradition. To remove the Shenandoah Valley name from association with Virginia would be like removing the Napa Valley from California. Surely, our beautiful Shenandoah Valley belongs to Virginia.

Please do not allow commercial interests to sway our historical conscience.

Thank you.

General Manager

MA/nml

cc: Meriwether German

Shenandoah Valley Travel Association



DEFT LTD.

11015 WEST AVENUE KENSINGTON, MD 20795

Phone: (301) 942-7490

5-31,81

SUBJECT Notice 371 To Chief, Regulations o Procedures Division Bureau of Alcohol, Johacce o Frearms PO BOX 385 Wash DC 20044

We are opposed to the name of Shenandoch Valley in to be used as a viticulture area in California. There are small excellent wineves in the real Shenandoch Valley in Virginia & we feel there would be possible confusion of de two areasas to types o quality of wine.

FORM F277 Available from GRAYARC CO., INC., Brooklyn, NY 11232

Use with 2/VIEW Envelope #E460



Anton B. Papierniak, D.D.S. WINCHESTER, VIRGINIA 22601

TELEPHONE CO.

May 29, 1981

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

Attention: Notice Number 371

Dear Sir;

At present we own a 6 acre vineyard and are in the process of constructing a winery. We will eventually have a 25 acre vineyard producing vinifera grapes.

We had planned to be able to state that our wine was made in the historic Shenandoah Valley, Virginia, a geographical area known throughout the nation. Now we find that a winery in California has petitioned your office for permission to designate their wine-making area as the "Shenandoah Valley."

If this is allowed, confusion can be the only result. The name Shenandoah Valley is irrevocably linked with Virginia. Therefore, people may buy a wine thinking it was produced in Virginia, only to find that it is from an obscure place in California. The same confusion would occur if American wine makers were able to designate their wine-making areas after those in other countries, such as the Loire Valley.

Please use your good judgment to help Shenandoah Valley, Virginia grape growers and wine makers preserve our distinctive geographical name.

Sincerely,

Anton B. Papierriak

Cheryl F. Papierniak



Lexington, Va. 24450 30 May 1981

Chief, Regulations, Procedures Dir Burean of Alahd, Tobacco & Firearms

washington, D.C. 20044

adn. Notrece #371

Dear Sir: It has come to my attention that we amedor county wind spores assoc. (Certifornia) has had the unmitegated gall and Moonting to fetition your brireau to designate an area of that state as the Shenandonh Valley Viticutured area; that is to steal a marne property beloneing to the commonwealth of the belonging to the commonwealth of Va. There now exista company "Shinandoah Vineyard" in Edinling, Va. California is rich in historical names and Those benighted name with Cally associations in Calif is absurd bridge of the name Shenandah and and of four thureau should forbid such a bridgen appropriation of theme

honored name, yours sincerely alhit Hameaster Woodstock, Va. June 1, 1981

Re: notice No. 37

Regulations & Procedures Division Bureau of alcohol, Inhaces & Firearms P.O. Bex 385 Washington, D.b. 20044

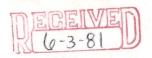
Deen Sir,

in Shenandoah bounts and in the famous Shenandoah Valley of Virginia. We Virguians are very proud of our lusterical Valley and are appased to writers in balifornia noing its name on their wines.

I ask that you will not grant the balifornia request to use our name.

Thank you.

yours truly, Mrs. le. L. Fuller



Strasburg, U42265

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

ATTN: Notice No. 371

Dear Sir:

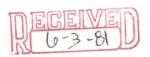
I am totally opposed to the petition for the Amador County (California) Wine Growers Association to have an area in that state designated the Shenandoah Valley Viticultural Area.

The name historically comes from this area of Virginia where there is also a wine industry. Additionally, it quite possibly could cause huge public confusion both nationally and internationally not only with wine origin, but in other sectors such as tourism/commerce.

I look forward to hearing from you regarding this matter.

Sincerely yours,

Dusia Doummond



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

ATTN: Notice No. 371

Dear Sir:

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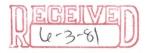
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I look forward to hearing from you regarding this matter.

Sincerely yours,

Dijie Spence Edintrira, VA 22824





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

ATTN: Notice No. 371

Dear Sir:

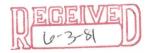
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I look forward to hearing from you regarding this matter.

Sincerely yours,

Thomas A Simming



Stachung Va (87)

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

ATTN: Notice No. 371

Dear Sir:

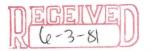
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The name historically comes from this area of Virginia where there is also a wine industry. Additionally, it quite possibly could cause huge public confusion both nationally and internationally not only with wine origin, but in other sectors such as tourism/commerce.

I look forward to hearing from you regarding this matter.

Sincerely yours,

I lavon Sine



Strasburg, Na. (88)

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P. 0. Box 385
Washington, D. C.

ATTN: Notice No. 371

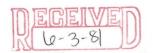
Dear Sir:

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The name historically comes from this area of Virginia where there is also a wine industry. Additionally, it quite possibly could cause huge public confusion both nationally and internationally not only with wine origin, but in other sectors such as tourism/commerce.

I look forward to hearing from you regarding this matter.

Sincerely yours,



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

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The name historically comes from this area of Virginia where there is also a wine industry. Additionally, it quite possibly could cause huge public confusion both nationally and internationally not only with wine origin, but in other sectors such as tourism/commerce.

I look forward to hearing from you regarding this matter.

Sincerely yours,

Ann Planger Strasburg VA 22657



latural Bridge of VIRGINIA, INC.

One of the Seven Natural Wonders of the World

MOTOR INN MOTOR LODGE

OPEN ALL YEAR

NATURAL BRIDGE, VIRGINIA 24578 TELEPHONE (703) 291-2121

June 1, 1981

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

Attn: NOTICE NO. 371

Dear Sir:

When one reads or hears the name "Shenandoah", they no doubt would be reading or referring to the beautiful Shenandoah Valley of Virginia, or the Shenandoah National Park, also located in our beautiful state.

It is for this reason we are very much opposed to having the name used by any other group causing much confusion among the traveling public.

We in the Shenandoah Valley of Virginia are proud of our heritage and will put forth our best efforts to retain it.

Thank you for your time.

Sincerely,

Winston B. Tolley

Acting General Manager

WBT:ess

CC: Mr. Meriwether German

Executive Director

SHENANDOAH VALLEY TRAVEL ASSOCIATION

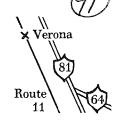
P. O. Box 488

New Market, Virginia 22844



GREATER VERONA BUSINESS ASSOCIATION

P. O. Box 1100 Verona, Va. 24482 886-2000



June 1, 1981

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

ATTN: Notice No. 371

Dear Sir:

It would be disastrous to allow the use of "Shenandoah Valley" on anything or any place other than the Shenandoah Valley of Virginia.

As far back as 1941 to 1945, when I served in the United States Army, everyone country wide knew of the "Shenandoah Valley" of Virginia.

Sincerely,

GREATER VERONA BUSINESS ASSOCIATION

Dennis C. Earhart

President

DCE/pb

91 +92 Together.

92

DIXIE GAS & OIL CORPORATION

METERED BOTTLED GAS AND HEATING OIL SERVICE

BRANCH OFFICES: RICHMOND ROAD, STAUNTON, VA. • FRANKLIN, W. VA. MAIN OFFICE: P. O. BOX 900, VERONA, VIRGINIA 24482 • PHONE 703-886-6273

June 1, 1981

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

ATTN: Notice No. 371

Dear Sir:

It would be disastrous to allow the use of "Shenandoah Valley" on anything or any place other than the Shenandoah Valley of Virginia.

As far back as 1941 to 1945, when I served in the United States Army, everyone country wide knew of the "Shenandoah Valley" of Virginia.

Sincerely,

DIXIE GAS & OIL CORPORATION

Dennis C. Earhart

President

DCE/psb





June 1, 1981

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

Attention: Notice #371

Gentlemen:

We live in the middle of the Shenandoah Valley of Virginia and contribute money each year to promote the Valley thru products made here and tourism.

We resent very much a California group or any other for that reason, trying to capitalize on our good Valley name.

We now have our own winerys being established in our Valley and feel our good Shenandoah Valley name belongs only to business and people who live here. I commend the California group for their good taste in wanting to use our Valley name, but I urge you and all other government divisions to keep the name "Shenandoah Valley" for exclusive use to products manufactured or raised here in the State of Virginia.

Thank you for your consideration in this matter, we are

Very truly yours,

HOLSINGER LUMBER COMPANY INC.

Robert E. Holsinger, President

REH:es

cc: Economic Development Council Staunton-Augusta Chamber of Commerce







June 1, 1981

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P. O. Box 385 Washington, DC 20044 RE: Notice No. 37

Dear Sir:

As a Virginian, as a resident of the Shenandoah Valley of Virginia, and as a businessman in the Valley, I would like to express my concern about a California winery using the name "Shenandoah Valley". This region of Virginia is famous worldwide, while the small region of California called "Shenandoah Valley" is not.

Many goods, including wine, are produced and raised in the Shenandoah Valley of Virginia. These are currently marked as being produced in the Valley. Should the Bureau of Alcohol, Tobacco and Firearms decide to allow a California winery to use the label "Shenandoah Valley", much confusion would occur and many companies would have to make costly changes to insure they had Shenandoah Valley, Virginia on their product. It would be costly for businesses and for wineries who currently label their product Shenandoah Valley.

There is no need for this confusion. Shenandoah Valley, Virginia is recognized worldwide, while Shenandoah Valley, California is not. Since the BATF is currently in the process of creating these wine regions, it is easy to correct this error before it goes into practice. It would not be easy to create another Shenandoah Valley, Virginia. I urge you to reconsider naming a wine region in California "Shenandoah Valley."

Thank you for your prompt consideration in this regard.

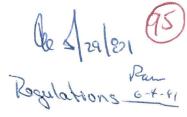
Sincerely,

Kenneth Edwards

President

THE HUMPHRIES PRESS, INC.





165 POST STREET SAN FRANCISCO CALIFORNIA 94108

Please reply to:
WASHINGTON OFFICE
538 Pennsylvania Bldg,
425 – 13th St., N.W.
Washington, DC 20004
202/347-3101

May 29, 1981

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

Re: Notice No. 371

Dear Sir:

Wine Institute, on behalf of the wine and grape growers of Amador County, California, hereby requests a 30-day extension for filing written comments regarding the establishment of the viticultural area in Amador County to be known as "Shenandoah Valley". It is strongly felt that more time will be necessary to prepare an adequate and comprehensive response to Notice #371 appearing in the Federal Register of April 13, 1981.

Thank you for your interest.

Sincerely.

WINE INSTITUTE

Arthur H. Silverman Washington Counsel

AM/ew

WILLIAM I. WELLS



May 28, 1981

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

Reference: Notice #371

Dear Sir:

As a bit of a histroy buff, as well as interested in the wine industry in the United States, I am more than a little concerned that the name Shenandoah Valley is to be used by Amador County, California winegrowers as their appellation of origin.

The Shenandoah Valley has a very significant geographic meaning to a large portion of the population of the United States. I'm sure you and every other person studying the Civil War well remembers the Shenandoah Valley, and it certainly does not relate to California.

California winegrowers using the Shenandoah Valley name would be about as misleading as using the word Brooklyn as the appellation for wine produced in Michigan.

Your attention in giving further study to this matter is solicited.

Very truly yours,

Willean I Wase

William I. Wells

Chatham, NS 07928

June 1, 1481 Chief Regulations + Procedures Division Bureau of abcord, Tolacca and Firearms P.O. Bax 385 Washington, D.C. 20044 Mar Sers my family and friends would like to protest against the amador County, Ca. winegrowers being given The trame "Sherhandoah Valley" as their appellation of origin (notice #371) Valley (by history, or strgin) except rere esit any Skenandard in Virginia. The very fact that Thenandoch Vinegards " of thin brigh, Va is in the heart of Shenandoah Valley desire all the rights and priviledges of its name It should be theirs alone Very truly fours, Mary Towe



COMMONWEALTH OF VIRGINIA

FRANK W. NOLEN
24TH SENATORIAL DISTRICT
AUGUSTA, HIGHLAND AND ROCKBRIDGE
COUNTIES: CITIES OF BUENA VISTA,
LEXINGTON, STAUNTON AND WAYNESBORO
P. O. BOX 13
NEW HOPE, VIRGINIA 24469



COMMITTEE ASSIGNMENTS:

AGRICULTURE, CONSERVATION AND
NATURAL RESOURCES
COMMERCE AND LABOR
EDUCATION AND HEALTH
REHABILITATION AND SOCIAL SERVICES

May 29, 1981

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

ATTENTION: Notice No. 371

Dear Sir:

This letter is in regards to the request of the Amador County Wine Growers Association (California) to designate an area of that state as the Shenandoah Valley Viticultural Area. I would ask at this time that you deny the Association's request to use the Shenandoah Valley name.

As my district encompasses the Shenandoah Valley here in Virginia, I feel that I must make this plea. This would in effect prohibit present and future vineyards in the Valley from using this designation.

Thank you in advance for your consideration.

- JUL

Frank W. Nolen

FWN:jms

cc: Mr. Meriwether German



Chief
Regulations & Procedures Div.
Bureau of Alcoho, Tobacco & F rearms
PO Box 385
Washington D.C. 20044

Dear Sirs,

I write as a consumer, with some knowledge of the California wine country through my personal association with the magazine whose letterhead is above. I am also the daughter of a Virginian and studied Virginia history in the Richmond, Virginia public schools.

I would siggest that you consider the use of the "Shenandoah Valley" viticultural appellation as it carries weeght, viticulturally, and not necessarily historiaally. Although the Virginia Shenandoah Valley has a fine history, it does not have the history of the California Shenandoah Valley, where goldminers 100 years ago supported over 80 wineries in and around the Sierra Foothills. Some vineyards in the area are stilly producing grapes and being made into some of the best wines available in the U.S. Today.

If, indeed, there can be onlyone Shenandoah Valley appellation in the U.S., then let it be the one where the grapegrowing practices are the most prolific, both currently and historiaally.

Sincerely

Sally Adamson Taylor

June 1, 1981



Waynesboro, Virginia 22980

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco & Firearms
P. O. Box 385
Washington, D. C. 20044
Att: Notice No. 371

Dear Sir:

Please do your best to prevent the California wine growers from using the words "Shenandoah Valley" to describe a California wine.

Yours very truly,

E. R. Coiner

Member of Augusta-Staunton, Waynesboro Economic Development Committee

/d

Nec'd 81





E. W. BARGER & COMPANY

Insurance & Real Estate

LB & B BUILDING P. O. BOX 700

WAYNESBORO, VA 22980

(703) 942-4131

June 2, 1981

Chief
Regulations & Procedures Division
Bureau of Alcohol, Tobacco & Firearms
Post Office Box 385
Washington, D. C. 20044

Attn: Notice No. 371

Dear Sir:

I understand that a group from California intends to use the name "Shenandoah Valley" on products manufactured and raised outside the Shenandoah Valley of Virginia. I believe the firm is in California.

I strongly protest the use of the name of the Valley since it would indicate that the product was produced here, which is not the case. We also produce this type of product in the Valley and it would be quite confusing should this entity be allowed a permit from your office.

I am a native of the Shenandoah Valley. My family settled here in 1772. We are in the farming business along with other interests and do strongly protest the use of our name on a product not produced in this area.

I hope you will give this letter some consideration and if I can furnish additional information, don't hestiate to call or write.

Sincerely,

C. P. Barger

CPB/tos





ROCKINGHAM COUNTY

4TH FLOOR COUNTY OFFICE BUILDING

2 SOUTH MAIN STREET

HARRISONBURG, VIRGINIA 22801

BOARD OF SUPERVISORS

June 1, 1981

(703) 434-4455

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

Re: Notice No. 371

Dear Sir:

It has come to our attention that the Amador County Wine Growers Association has petitioned your agency with a request to designate an area of California as the "Shenandoah Valley Viticultural Area". We have been further advised that this association proposes to use this designation in labeling and marketing its wines.

Anyone familiar with American history and geography certainly is aware of the Shenandoah Valley of Virginia and its historical impact not only on Virginia but on our entire nation. Given our rich historical heritage and the widespread recognition that the Shenandoah Valley of Virginia has, it would appear ridiculous for the federal government to designate an area in California as "Shenandoah Valley" merely for the Amador County Wine Growers Association's commercial and marketing purposes.

In light of the foregoing, it is respectfully requested that the Regulations and Procedures Division deny the petition as submitted by the Amador County Wine Growers Association. Please advise this office as to your decision when it is rendered.

County Administrator

WGO/mww

cc: Honorable J. Kenneth Robinson Shenandoah Valley Travel Association



RICHARD D. ROBERTSON STAUNTON, VIRGINIA 24401

June 2, 1981

Chief Regulations and Procedures Division BATF P. O. Box 385 Washington, D.C. 20044

Attention: Notice No. 371

Dear Sir:

As a resident of the Shenandoah Valley of Virginia I find it extremely offensive to learn there are a small group of wine makers in California who want to distribute their product using the internationally recognized name of this valley in Virginia.

Certainly the record is clear and has been since the Civil War that the name Shenandoah is associated with one - and only one - area, at least in this country, which is clearly located in Virginia.

To grant these people s request to use our name on a product which has nothing whatever to do with us would be misleading to the buying public and unfair to local producers who would, in fact, be disadvantaged by such an unreasonable encroachment on their business rights.

Sincerely,

R D Robertson

RDR/1

(104)

June 2, 1981

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

RE: Notice No. 37

Dear Sir:

The following members of the Waynesboro Junior Women's Club would like to express their concern regarding a California winery being allowed to use the name "Shenandoah Valley". As residents of the Shenandoah Valley of Virginia, we are proud of our Valley and feel that the name Shenandoah Valley should be used exclusively on products manufactured or raised in the Valley.

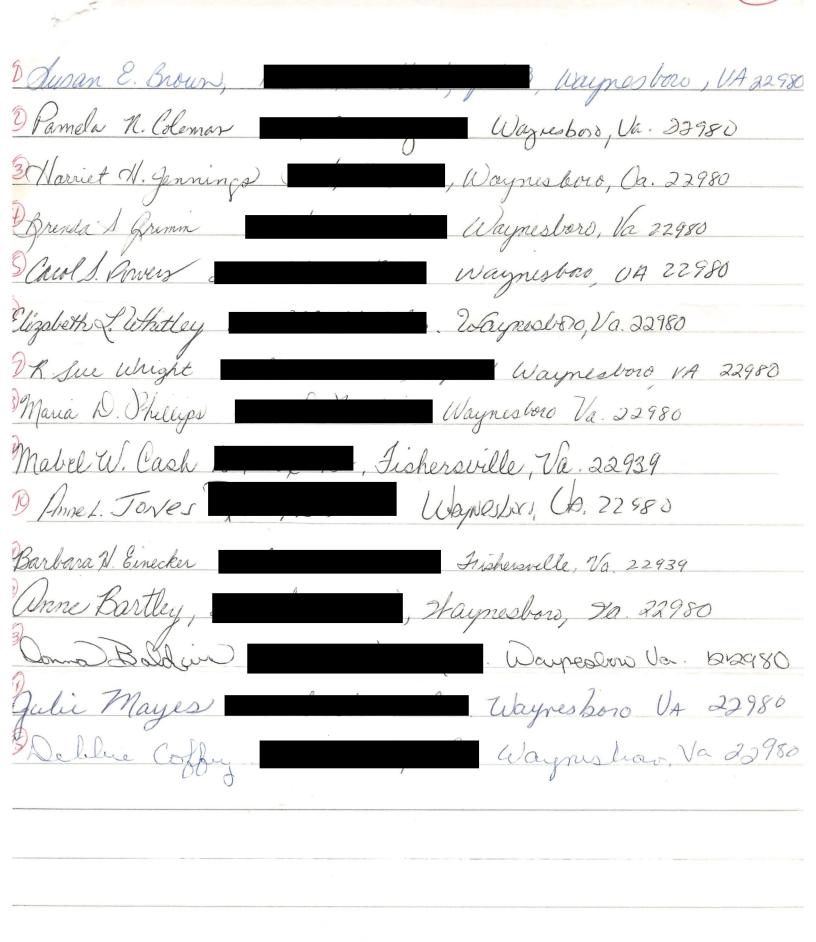
The Shenandoah Valley of Virginia is famous worldwide. The Shenandoah Valley of California is not well recognized. Should a California winery use "Shenandoah Valley" on its label, much confusion would occur. Wine producers in Virginia and other Valley manufacturers would have to make costly label and advertising changes to insure their product was recognized as being produced in Virginia.

Since the wine region names are currently being established by your Bureau, the error could be eliminated before the confusion occurs. You would not label Los Angeles, "New York"! Therefore, let the name Shenandoah Valley be used exclusively on products from that area of Virginia. We strongly use you to reconsider allowing a California winery to use the name "Shenandoah Valley."

Thank you for your prompt consideration in this regard.

Sincerely,

Members of the Waynesboro Junior Womens Club





P. O. Box 752 Rawley Pike-US 33 West Harrisonburg, Virginia 22801

703-434-0331



May 20, 1981

Chief Regulations & Procedures Div. Bureau of Alcohol, Tobacco and Firearms P.O. Box 385 Washington, D.C. 20044

Dear Sir or Madam:

I am a broadcaster in the Shenandoah Valley of Virginia and I am deeply concerned with the attempted rape of our name by a completely unknown area of California. The Shenandoah Valley of Virginia is known all over the world and that includes the people of California.

The Shenandoah Valley Travel Association and the Virginia State Travel Association have promoted this valley in every state and in many foreign countries for many years. It has become a byword with travelers and vacationers all over the country. Now, this travesty being attempted by a few people in Amador County would jeopardize all the fine work the people of Virginia have done.

It is very evident that these people would like to trade on the fine name the Shenandoah Valley of Virginia connotes in every part of the country. It is very simply a business ploy to make some product immediately recognizable to the buying public. Any wine drinker would certainly try at least one bottle of wine if they thought it came from a beautiful valley with fertile soil and sparkling springs.

This plagiaristic like idea should not be condoned or accepted by any Federal Agency, when one of the prime functions of that agency is to protect the public. We, the citizens of the 200 mile long Shenandoah Valley are the public, and we would like some protection from the theft of our historic name. Our valley is steeped in history and that is the way it should be remembered throughout the world.

I respectfully ask that you consider all the ramifications involved with the request by the Amador County Grape Growers Association. It could have wide-spread repercussions throughout the state of

Virginia. Especially with many historical organizations, not only in Virginia, but up and down the entire east coast.

Thank you for your consideration.

Sincerely,

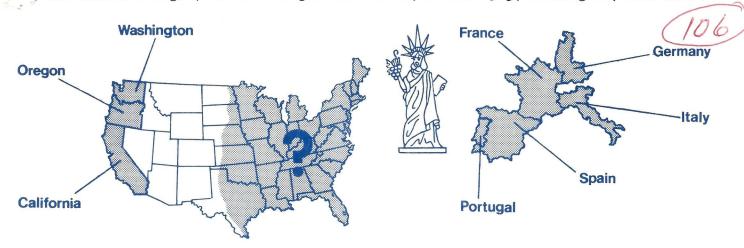
Robert MacNeil

Operations Manager

PT:RMN

cc: Rep. J. Kenneth Robinson
Senator John Warner
Senator Harry F. Byrd
Virginia State Travel Service
Shenandoah Valley Travel Assoc.
Mr. Richard Morin, Daily News Record

Mr. Thomas George, Chief of Regulations BATF, P.O.Box 385, Washington, D.C. 20044



Winegrowing in Eastern America: What? They grow grapes in Virginia! Texas!....?

June 4, 1981

Dear Mr. George:

Please add my name to the list of those who feel that "Shenandoah Valley" applies to Virgnina products, including wine unless otherwise qualifed. History, both geographically and viniculturally, places Virginia first. The American public outside of Amador County knows only of the Shenandoah Valley of Virginia. In the 1981 Rand McNally Road Atlas, "Shenandoah" appears four times in Virginia and not at all in California.

Current wine production figures do not and will not erase this fact. Some of the world's most reknowned appellations have less than twenty acres of vines, notably in Burgundy, and the Bureau would be making a grave error to let relative vineyard acreage enter into its decision.

The Shenandoah controversy is but a reminder that the Bureau should be legislating for tomorrow, not yesterday, in trying to regulate the business of today. As a consulting vitculturist trained in Europe and working in the U.S., I have been following your applellation of origin proceedings with increasing apprehension.

Perhaps the single greatest error has been the Bureau's regulation that by 1983 the term "estate bottled" may be used only for wines within designated viticultural areas. The Bureau has not allowed itself nearly enough time to competently establish viticultural areas all over the country. At the very least a county appellation should suffice if the other criteria for estate bottling are met.

Amador County is easily located by consumers and was becoming increasingly familiar to connoisseurs. Without the BATF's denial of county appellations for estate bottling, the Shenandoah Valley controversy might never have arisen. The Bureau's own decision that "Napa Valley" equals all of grapegrowing Napa County and more further supports this argument.

It was my understanding that the Bureau intended to help define clear geographical areas as an aid to both consumers and the developing U.S. wine

Mr. Thomas George June 4, 1981 Page Two

industry. The Napa Valley ruling showed otherwise. Why decisions which will be the foundation of our youthful industry must be obfuscated by the very "history" we are trying to shake free of is not clear to me. We may as well require the use of foreign names on our labels because they are strongly supported by historic precedent and current practice.

In my opinion by erring from strict geographic and topographic considerations in defining appellations of origin, the Bureau is making a fundamental error at a critical time. By admitting other than physical evidence, your office is perpetrating confusion from the past and seriously endangering future progress on both national and international scales. Nationally U.S. consumers are being misled to the point one wonders about the ultimate legality of the Napa decision. Internationally it is an embarrassment. A far more sensible solution would be to have "Napa" and "Napa Valley" appellations both able to use the term estate bottled when applicable.

In order to more rationally expedite the appellation of origin designations, the Bureau would be well advised to: place more emphasis on geography ("origin" is after all the only real issue); leave the definition of estate bottled independent of appellation; and rescind the 1983 deadline which is forcing many hasty decisions.

With the above modifications Shenandoah Vineyards in California would be permitted to use Amador County <u>and</u> estate bottled. The Shenandoah Vineyards located in Shenandoah County would continue to be estate bottled now and when the multi-county Shenandoah Valley is sanctioned by the BATF.

The struggle between these small wineries is really the tip of a bureaucratic iceberg. They should be united in an effort to correct defective regulations which are creating problems not only for hundreds of vineyard owners but for your office as well.

Yours sincerely.

Lucie T. Morton

Lucie J. Moster

Chatham, New June 9

Chief, Regalations and Procedures Dubision
Bureau y Alcohol, Tobacco & Fric Arms
PU Box 385
Washington D.C. 20044
Re Notice 371

we the undersigned do strongly object to wince makers in Amado, Quanty, Cel. Fernice using the name "Shanandrah Valley" as the name of their vita authore area - we in the East are familiar with the Shanandrah Valley in Virginia its becauty and significance in American History.

Man J. Pomewy Edwin C. Pomewy



2 June 1981

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

Dear Sir:

We would like to register our displeasure with the fact that a California vineyard-winery group is requesting that their area be established as the "Shenandoah Valley Viticultural Area." While we can understand their desire to capitalize on a nationally known name—which it seems History has given us both—there can be no doubt that the Shenandoah Valley of Virginia is the one that is famous, not the Califoria one.

If the California group's request is granted, the confusion to the public would be immense, particularly now that the grape/wine industry in Virginia is beginning to flourish.

We lived in the Bay Area of California for some eight years (1960-1968), not too far from the California Shenandoah Valley. We were wine lovers at that time, but not in our memory can we say that we ever heard of a Shenandoah Valley, California that was a wine producing area. Their fame, if it is known, must have come about recently.

We belive that it would be a travesty of justice if Shenandoah Valley, California, a relative newcomer, should be able to usurp the name of Shenandoah, which has been nationally/internationally famous since Civil War days as a locale in Virginia.

We request that you disapprove the California group's request.

oincerety,

Carl C. Hilscher

M. Merle Hilscher

Owners, Hilscher Estate Vineyard

Luray, VA. 22835



P. O. BOX 488 WAYNESBORO, VA. 22980 703/942-6009

June 1, 1981

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P. O. Box 385 Washington, DC 20044 RE: Notice No. 371

Dear Sir:

As a businessman in the Shenandoah Valley of Virginia, I am concerned about the recent Bureau of Alcohol, Tobacco and Firearms proposal on wine region names. It is my understanding that a small region of California will be able to label their wine product "Shenandoah Valley."

The Shenandoah Valley region of Virginia is famous worldwide while the small region of California is not. Their are many items which are produced or raised in the Valley which are labelled Shenandoah Valley. These items are immediately associated with Virginia not California. Much confusion would occur and many Valley businesses would have to make costly label and advertising changes should this proposal go into effect.

Since the wine region names are currently being created, eliminate the problem before it occurs. Let Shenandoah Valley on any label mean Shenandoah Valley, Virginia. Let the wineries of Virginia have the distinction of labelling their wines Shenandoah Valley.

I strongly urge you to reconsider naming an area of California "Shenandoah Valley." After all, you would not change Los Angeles to New York!

Thank you for your prompt consideration in this regard.

Sincerely,

M. Graham Bartley

Vice President

KEN-BRIDGE CORPORATION



Lexington, Virginia 24450 June 2, 1981

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

ATTN: Notice No. 371

Dear Sir:

After learning, from a letter to the editor in our local newspaper, that the Amador County Wine Growers Association in California have petetioned your Bureau to designate an area of California as the Shenandoah Valley Viticultural Area.

It is my understanding, from the letter, that once the designation is established, the present and future wine growers in the Shenandoah Valley of Virginia will be prohibited from using this designation.

The Batf, I feel, should not grant such deisgnation to an area in California, when the Shenandoah Valley is located in the western part of Virginia and has had its name for more than one hundred years. Not only will it create confusion, with national advertising and what have you, it also will be unfair to the many people, farmers and businesses in this unique valley.

In closing, let me say, I believe that any use of the name Shenandoah Valley should be in connection with our valley in Virginia, and that I will be on record as opposing the designation in Amador County, California.

Sincerely,

Torben H. Pedersen

cc: Shenandoah Valley Travel Association P.O. Box 488 New Market, Virginia 22844





Delicato Vineyards

12001 S. HIWAY 99, MANTECA, CALIFORNIA 95336 PHONES: (209) 239-1215 982-0679 B.W. 4094

June 2, 1981

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

Re: Shenandoah Valley appellation

Gentlemen:

There is the <u>Washington</u> D. C. and there is the State of <u>Washington</u>. Both areas seem to be able to co-exist. So why not the two Shenandoah Valleys?

If the words "California" and "Virginia" appear on the wine label in conjunction with "Shenandoah Valley", the consumer can readily determine where the wine is produced.

It is our opinion that both appellations should be granted.

Raelicato

Very truly yours,

DELICATO VINEYARDS

Dorothy Indelicato (Mrs.)

Treasurer

DI:md



FIRST & MERCHANTS NATIONAL BANK
216 South Wayne Avenue
Waynesboro, Virginia 22980
Telephone 703/949-8391

June 4, 1981

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

ATTN; Notice No. 371

Gentlemen:

We at First & Merchants National Bank in Waynesboro, Virginia, (part of the Shenandoah Valley), would like to state our opposition to the request being made by a California group to use the name "Shenandoah Valley" on their wine label.

We do not wish to see our location name, "Shenandoah Valley," which is known worldwide as a famous region in Virginia, used on products that are manufactured and/or raised elsewhere. This would present a gross misconception in the minds of buyers as to where the wine originated. In this particular case, it would be very unfair to our own wine growers which produce quality wine.

We sincerely hope you will not allow this type of situation to occur and will deny this request.

Sincerely,

Mrs. Marie J. Brooks, AVP

Marie Brooks

Marketing Officer

P.S. If any consideration is given to this request, then definitely the designation should be "Shenandoah Valley of California."





COMMONWEALTH of VIRGINIA

COMMISSIONERS
ROBERT W. JEFFREY, CHAIRMAN
ARCHER L. YEATTS, JR.
JOSEPH B. OBENSHAIN

Department of Alcoholic Beverage Control 2901 Hermitage Road

POST OFFICE BOX 27491 RICHMOND, VIRGINIA 23261 (804) 257-0605

W. B. WILKINSON, SECRETARY

June 2, 1981

Mr. Thomas George Chief of Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Post Office Box 385 Washington, D. C. 10044

Dear Mr. George:

As Chairman of the Alcoholic Beverage Control Commission I am writing concerning the petition of the Amador County Wine Growers Association of Plymouth, California for approval of the establishment of a "Shenandoah Valley" viticultural area in that state.

The Honorable John N. Dalton, Governor of this State, has previously written you on May 18, regarding this matter and we simply wish to say that we concur in his opposition to such petition and feel his letter more than adequately expresses our views.

Very truly yours,

RWJ:khf

CC: Governor John N. Dalton

Mr. G. R. Dickerson, Director Bureau of Alcohol, Tobacco and Firearms







Insurance — (703) 943-1121 Real Estate — (703) 942-5101

Property Management - (703) 943-4174

June 3, 1981

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

Attention:

Notice No. 371

Dear Sir:

I was dismayed to hear that a group in California has requested permission to label their wine "Shenandoah Valley." As a long time resident of the Shenandoah Valley, as well as being the owner of a business in the Shenandoah Valley of Virginia, I wish to express my concern regarding this request and to ask that the name "Shenandoah Valley" be exclusive to products manufactured and/or raised in the Shenandoah Valley of Virginia. I believe the Shenandoah Valley is known worldwide as a famous region of Virginia...not California.

Also, we have several producing winerys in Virginia and this would simply add to the confusion that would inevitably result if this request by California winemakers were approved.

I hope you will give favorable consideration to my request that you do not approve the use of "Shenandoah Valley" by the group in California.

Very truly yours,

Malcolm G. Jones, Jr.

President





(115)

EDWARD J. WAWSZKIEWICZ, PH. D. Associate Professor of Microbiology

University address:
 (for informational purposes only)

School of Basic Medical Sciences
Department of Microbiology and Immunology
University of Illinois at the Medical Center, Chicago
835 South Wolcott Avenue, Chicago, Illinois
P. O. Box 6998, Chicago, Illinois 60680
Tel. (312) 996-7470

June 3, 1981

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

Dear Sir: Re: Notice No. 371, Shenandoah Valley Viticultural Area

I write to protest your proposed rule concerning the proposed "Shenandoah Valley Viticultural Area," as that proposed rule is presently worded.

Since there are two well-known Shenandoah Valleys in the United States, a famous one in Virginia and a less famous one in California, both growing grapes used in wine production, it will be extremely confusing to consumers to allow the less famous one *exclusive right* (as your proposed rule will do) to the use of the name as an appellation of origin.

In the instant notice the Bureau has itself been able clearly to distinguish the one place from the other, by calling the more well-known of the two Shenandoah Valleys "Shenandoah Valley of Virginia." It seems to me that a comparable State specification, viz. "Shenandoah Valley of California," should be made mandatory for the less well-known area whose delimitation is now at issue. If the petitioner refuses to have the California specification attached to the words Shenandoah Valley in the appellation of origin the petition, in my judgment, should be summarily denied.

In the Bureau's own words the main purpose of the establishment of viticultural areas and appellations of origin is to "help consumers identify the wines they purchase." This purpose will manifestly not be well-served if the State specification of the Shenandoah Valleys is not given as part of the appellations. Particularly in the eastern United States consumers are likely to be confused by a simple, large letter "Shenandoah Valley" appellation (for California wine), thinking that the wine came from Virginia.

Chief, Regulations and Procedures Division, BATF June 3 Page 2

And philosophically, surely the citizens of a place (Shenandoah Valley of California) named after another place (Shenandoah Valley of Virginia) should not, with the aid of the Federal Government, abrogate the right of that other place (Shenandoah Valley of Virginia) to the use of its own proper name on wine labels. That would be a crime similar to patricide. And yet that is the very crime that your proposed rule, as presently worded, will bring into being.

With respect to the proposed boundaries for the viticultural area to be delimited, as I have not had opportunity to study the appropriate maps I make no comment.

Yours sincerely,

Edundf. Wanshiering Dr. Ed





Shenandoah Mistory

Publishers

P.O. Box 98 EDINBURG, VIRGINIA 22824 Telephone: (703) 459-4598

June 4th, 1981

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

Ref: NOTICE No. 371

Dear Sir,

several months ago the attempts of a California wine growers group to obtain the appellation "Shenandoah Valley Viticultural Area" were given some publicity. It looked like a bad joke. Somewhat like the story of the Japanese village of Usa using the designation "MADE IN USA" for post-war exports.

Yet it looks now as if the question has really come up for a decision. George Washington and Thomas Jefferson knew the Shenandoah Valley well enough to have made their decision. Nowadays we don't know so well what decisions are being made in Washington.

There is a small area in an ajacent county which was still known in prohibition days as "Germany". I am sure the moonshine produced there, if marketed legally, would not find your approval as a product of Germany. Don't disappoint us in the only real and true Shenandoah Valley. Among our publications is a series entitled "Shenandoah Genealogical Source Books". It was bought by many readers in California and all of them expected Virginia material.

Sincerely yours,

Klaus Wust

Publisher



Daily News-Record

703/433-2702

Published by
Rockingham Publishing Company
P. O. BOX 193
HARRISONBURG, VIRGINIA 22801

June 5, 1981

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

Dear Sir or Madam:

We of the Shenandoah Valley of Virginia were just shocked when we heard the Golden State vintners asked for permission to designate a part of Amador County in California as the Shenandoah Valley Viticultural area.

Attached is a copy of an editorial we recently ran opposing such an idea. With the long heritage of the Shenandoah Valley of Virginia and its well-established historical significance, the duplication would serve no purpose but to confuse the general public. We strongly urge you not to approve the request of the Golden State vintners.

Sincerely yours

Richard R. J. Morin

Editor and General Manager

cc: Rep. J. Kenneth Robinson
Senator John Warner
Senator Harry F. Byrd, Jr.
Virginia State Travel Service
Shenandoah Valley Travel Association

Grape Stomp

It's not enough that some big California wine growers have taken French names for their wines. Now they want to take the Shenandoah Valley for a name as well.

The Golden State vinters have asked the Answer Grape (a.k.a. the U.S. Treasury's Bureau of Alcohol, Tobacco and Firearms) for permission to designate a part of Amador County (just west of Sacramento, not far from where gold was discovered in 1848) as the Shenandoah Valley Viticultural Area. (Need we say that the Californians have not asked permission of the real

Shenandoah Valley?)

BATF could approve the request, but if it did it would give the name Shenandoah Valley to an area few people have ever heard of and possibly deny it to the real and original Shenandoah Valley. Califorians say that their Shenandoah Valley was named by settlers from Virginia, who were reminded of this valley when they reached that one. Maybe so, but that area is forever known for the little settlement of Sutter's Mill, where gold was discovered in 1848, setting off the gold rush the following year.

By all that is right, the BATF cannot agree to the Californians' request. As Valley vintners are just beginning to find out, there is money in them thar vines. The bureau should not permit these Bruins to stomp our grapes economically by stealing our name. The real Shenandoah Valley vintners wouldn't dream of calling their grapes Loire or Napa Valley. The same should go for these gold

diggers.





ALBEMARLE HARVEST WINE FESTIVAL CHARLOTTESVILLE VIRGINIA

President
Frederick E. Gignoux III
Vice President
Mrs. John B. Rogan

June 6, 1981

Gentlemen: write to protest the tion made by Shenandoah eu, Californie to savit Jirainia believe -Shenand s, the only one to right to use out for on word 'Shenondoch' comes dians Who

> RTE 5 - CHARLOTTESVILLE - VIRGINIA 22901 Tel: 804 295-9870

moreover the Shenandoch valley of Virginia was the birthplace for many notable historical Agures. Peter Stover, who founded the town of Stresburg and was among the earliest settlers in the Valley was a forebear of President Even howers mother, Ida Stover who herself was born in Gugusta Canty in 1862. Abraham Lincolns Fatter, Thomas Lincoln was born in the Valley In 1778. Thomas Jefferson's Father, Peter along with Joshua Fry was Commissioned to make a map of the colony of virginia and spent many a hightin the valley In 1782, Thomas Jefferson In his 'Notes on The State of Virginia writes ' you stand on a very high point of land. On your right comes up the Shenandoah having ranged along the foot of the mountain an hundred miles to seek a vent. The sherandoch hame be bra to virginia and is Part of air state and contrys hore, we plead with a not to let Colifornia See what is nightfully airs



TOWN OF MT. JACKSON



P.O. Box 382 MT. JACKSON, VIRGINIA 22842 (703) 477-2121

June 2, 1981

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

Dear Sir:

On May 19, 1981, the Town of Mt. Jackson unanimously passed a resolution opposing the request of California winemakers to designate an area in California as the Shenandoah Valley Viticultural Area. The Town Council further recommends that the Federal Bureau of Alcohol, Tobacco, and Firearms deny the request of Amador County, California, to use the name Shenandoah Valley to market wine.

The Town of Mt. Jackson is located on the north fork of the Shenandoah River in Shenandoah County, which is near the center of the Shenandoah Valley. This area has been known as and has been referred to as the Shenandoah Valley since the early days of the 1700's when the Germans began to settle here.

History books, military books, church records, and the tradition of many generations refer to the corridor of land between the Blue Ridge Mountains on the east and the Alleghany Mountains on the west as the Shenandoah Valley. To have an area in California designated as the Shenandoah Valley would demolish the reputation and standards that the Shenandoah Valley has achieved since the days of Governor Spotswood, and even before him.

Finally, the members of the Town Council abhor the idea of a few winemakers to use the fine name of the Shenandoah Valley for the sole purpose of selling wine. The name Shenandoah Valley is akin to mountains, valleys, rivers, trout streams, wilderness, caverns, hiking trails, and historic sites. There is an uniqueness about the Shenandoah Valley that demands its preservation.

We ask that the bureau preserve our Shenandoah Valley and deny the request of the California winemakers.

Sincerely,

MT. JACKSON TOWN COUNCIL

Dewey W. Jordan, Mayor

Charles R. Cash

Andrew Dawson

Earl D. Brill

Robert S Myers

Robert S. Myers

Eugene H. Taylor

Joseph A. Williams

W. BROWN MORTON, JR.
ATTORNEY AT LAW

P. O. BOX 228
KING GEORGE, VIRGINIA 22485
(703) 775 - 3655

"Cat Point"

Warsaw, Virginia 22572 June 5, 1981

Mr. Thomas George Chief of Regulations & Procedures Div., BATF P. O. Box 385 Washington, D. C. 20044

Dear Mr. George:

It has come to my attention that your office has under consideration a California application to secure rights to the appellation "Shenandoah Valley" for wine, which, if granted, would prevent vineyards in the Shenandoah Valley of Virginia from so labelling their wines. The result would be analogous to a federal ruling conferring on the town of Paris in Logan County, Arkansas the exclusive right to refer to dresses made within its boundaries as "Paris Originals" and reminds me of the perhaps apocryphal tale of the pre-ware Japanese town name "Usa" so goods made there could be labelled:

Made in USA

I have consulted the listings of "Shenandoah" in the Index of the Rand McNally New Cosmopolitan World Atlas (1967) (7 Virginia, including the only Shenandoah "valley", 2 Pennsylvania towns, and 1 Iowa town), the geographical names section of the New Century Dictionary (1 Virginia and 1 Pennsylvania), and the Gazatteer of Webster's Unabridged (2nd Edition) (3 Virginia, 1 Pennsylvania and 1 Iowa). California is never listed.

The Columbia Encyclopedia devotes 51 lines to Shenandoah in Virginia, 10 lines to the Iowa town and the two Pennsylvania towns combined, and none to California. The Federal government has created the Shenandoah National Park named after the River and the Valley it overlooks. It would be ironical indeed if a tourist in one of the excellent hostelries in that park ordered a bottle of "Shenandoah Valley" wine to get a taste of the vin du pays and got a product of Amador County, California, however, excellent a representative of the Zinfandel grape for which that county is justly noted.

Mr. Thomas George Page 2 June 5, 1981

To borrow a phrase from trademark law, it is clear that to grant the California application would be to create great and unjustified likelihood of confusion in the minds of most educated Americans.

Respectfully,

W. Brown Morton, Jr.

WBM, Jr./adb

May 29, 1981

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

Attn: Notice No. 371

Dear Sir:

I am very concerned that Amador County in California wants to use the name of our famous Shenandoah Valley on its wine labels. To usurp this valley's name for use on a wine bottle would be adding insult to injury!

I ask that you please deny this request so that our historic Valley can continue to be known as a place renowned for its legends and beautiful scenery—and not as a wino's request for another bottle of intoxicating beverage!

Sincerely,

Marqueite J. Wilt

Address:

Winchester, Va. 22601



TRI-MTN. - WINERY & VINEYARD

RT. 1 - BOX 254 MIDDLETOWN, VIRGINIA 22645 (703) 869-3030

Chief, Regulations & Procedures Division Bureau of Alcohol, Tebacco, & Firearms P.O. Box 385 Washington D.C. 20044 (notice no. 371)

Dear Sirs/Madams:

I am the winemaker of Tri-Mountain Winery & Vineyard (license pending) located in the Shenandoah Valley of Virginia. We are amongst several farm/wineries in the Valley concerned about the application by a similarly named valley in California. As we understand it, this would effectively prohibit usefrom using the name of our own viticultural area on our labels, and confuse local consumers who consist of our entire market.

I understand the delicacy of the decision that the Bureau must make. I understand that all the necessary documentation concerning the use of the name "Shenandoah" is in your hands. We only ask that you understand the impact this decision will have on the future of the wine/grape industry in THE Shenandoah Valley.

Thank you. If I can be of any furture assistance, please contact me at the above address.

Most sincerely,

James M. Law (winemaker)

() ames M Jaw



VISITOR CENTER

SLOAN HOUSE

107 EAST WASHINGTON STREET

LEXINGTON, VIRGINIA

24450

June 8, 1981

Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Post Office Box 385 Washington, D. C. 20044 Attn: Notice No. 371

Dear Sir:

I strongly oppose the designation of the portion of Amador County, California, as the "Shenandoah Valley Viticultural Area."

It doesn't take much hard thinking to realize that this designation rightly belongs to the wine producers of the original Shenandoah Valley -- a name of great historical significance, all of which is tied to Virginia and none of which is tied to California -- to exercise the exclusive use of this famous name on their wine bottle labels and in their advertising.

Peter H. Goss, Director

Visitor Relations

cc: Mr. Meriwether German Executive Director Shenandoah Valley Travel Association Post Office Box 488 New Market, Virginia 22844

PHG/jtc

(124)

CDR. ALBERT L. GOLDSMITH, JR.

RESTON, VIRGINIA. 22090

June 8, 1981

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

Attn: Notice Number 371

Dear Sir:

This letter is to register my strong opposition to the petition from the Amador County (California) Wine Growers Association to designate an area within their territory as the "Shenandoah Valley" Vitricultural Area.

While I am told there is a place named "Shenandoah Valley" somewhere in Amador County, California, its location remains a deep secret to me and probably to everyone else who lives outside Amador County. I have examined a large number of maps and consulted a number of gazeteers and have been unable to find California's "Shenandoah Valley." The gazateers list only one such place; the world-remowned Shenandoah Valley of Virginia.

This whole issue would be little more than a blatant attempt to capitalize on (some would say "steal") the name of a very famous place if it were not for the fact that approval of the California request would have sad and possibly disastrous consequences for the small but growing wine industry in Virginia's Shenandoah Valley. Some excellent wines are already being produced by them. To preclude their ever being able to use their rightful place name would be the heighth of folly and would be a disservice to Virginia's vineyards and to wine consumers as well.

I strongly urge you to disapprove the Amador County Wine Growers' petition.

Sincerely, Mar 1 Eddan fl.

Albert L. Goldsmith, Jr.

Commander, U.S. Navy (Retired)

Directors

AB. Cribari II. The Barry Wine Co., Inc. (NY)
Bernard F. D'Arcy, Gross' Highland Winery (NI)
Anthony P. Debeyc, Chalet Debonne Vineyards (OH)
L, James Held, Stone Hill Wine Co. (MO)
Donald O. Hewitt, Widmer's Wine Cellars (NY)
Robert Mazza, Mazza Vinevards (PA)
Mark Miller, Benmarl Wine Co. (NY)
James A. Mitchell, Sakonnet Vinevards (RD)
Marcin Sands, Canandagua Wine Company, Inc. (NY)
Art hie Smith Jr., Meredyth Vinevard (VA)
Nathan C. Stackhouse, Jr., Leelanau Wine Cellars Ltd. (MI)
Joseph L. Swarthout, The Taylor Wine Company, Inc. (NY)
James P. Truluck, Jr., Truluck Vinevards (SC)
Stanley Bill Wagner, Wagner Vinevards (NY)
James J. Warner, Warner Vineyards, Inc. (MI)
A.E. Well, Golden Rain Tree Winery (RS)
Alcuin Wiederkehr, Wiederkehr Wine Cellars, Inc. (AR)
Robert P. Wollersheim, The Wollersheim Winery (WI) Robert P. Wollersheim, The Wollersheim Winery (WI)

THE ASSOCIATION AMERICAN VINTNERS

Box 84, Watkins Glen, NY 14891 (607) 535-4144

James A. Mitchell, President Alcuin Wiederkehr, Vice-President Donald O. Hewlit, Treasurer A.B. Cribarl II, Secretary Nathan G. Stackhouse Jr., Assistant Secretary

Administrative Director J. William Moffett

Counsel Robert F. Sagle

June 5, 1981

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

> RE: Industry Notice #371, Petition for use of Viticultural Term "Shenandoah Valley" (of California).

The Association of American Vintners, founded in 1979 with today a membership of 92 wineries located East of the Rocky Mountains, and which was formed to "foster the interests of persons, firms and corporations engaged in the lawful production of wine and related beverages, to establish lawful cooperation and mutual confidence among wine producers, and to promote any movement which will uphold or improve the high quality of wine produced in the United States of America," is concerned by the petition from California to seek for appellation of viticultural area reservation of the term "Shenandoah Valley," a term customarily applied to a valley of approximately 150 miles in Northwest Virginia laying between the Blue Ridge Mountains and the Alleghenies.

Discovered in early 1700 and first settled by white man in 1730, the Shenandoah Valley has played a significant part in the westward movement of American settlement and development. It became a rich agricultural area for farms, orchards, vineyards and pastures, and during the Civil War was one of the principal routes to the South. This legacy has been numerously recorded in school and history books and fabled in song and story. Accordingly few

Americans grow up without being introduced to the term
Shenandoah Valley and acquiring a knowledge of its approximate
location in Virginia and West Virginia. In addition, all common
dictionary and encyclopedia references and most commonly available
atlases refer exclusively to the Virginias regarding the name
"Shenandoah Valley." On the other hand, commonly available atlases
do not refer to any part of Amador County, California, as
"Shenandoah Valley."

The case here is not whether appellation for another Shenandoah Valley, in this case, one located in California, should be considered on the evidence of its geographical distinctiveness, for it is clear such a place can be documented to exist and has local recognition by that name, but whether the interest of the consumer will be served by an appellation "Shenandoah Valley" which does not pertain to that most commonly known to all consumers, and, furthermore, whether there is reason to believe use of the term "Shenandoah Valley" can. be construed as a deliberate attempt to mislead the consumer who resides in the East to believe that the wine from California is somehow related to or unique to stocks of wine and vineyards of the more commonly known "Shenandoah Valley of Virginia." This issue has gathered considerably more importance in view of recent vineyard plantings and winery establishments in the area of what is commonly known as the "Shenandoah Valley" of Virginia.

The Association of American Vintners is assured that there is no deliberate attempt to persuade American consumers to believe that the California wines in question are in fact grown or produced in the Shenandoah Valley of Virginia. The issue does bring to question, however, whether the wine producers of the Shenandoah Valley of California are in fact served by an appellation of origin which will be applied for and which historically belongs to vintners of Virginia and West Virginia.

In previous rulings the Bureau of Alcohol, Tobacco and Firearms has ruled that certain macro-geographical areas (Chablis, Burgundy, Rhine, for example) will be allowed for use by American producers because their use has achieved generic stature, but held that other geographical place names relating to viticultural operations belong solely to the place of origin with respect to trade identification in advertising.

The Association of American Vintners is hopeful that an amicable solution can be reached by the petitioners of the East and West concerning the use of the term "Shenandoah Valley." If it is necessary for the Bureau of Alcohol, Tobacco and Firearms to issue a ruling of entitlement for use of the term, The Association of American Vintners requests that the ruling be made on the basis of historical precedent and not viticulture per se.

THE ASSOCIATION OF AMERICAN VINTNERS

J. William Moffett

Administrative Director

9 June, 1984 To whom in may concern; I very strenausly object to the use of the words "Then and wall "Then and wall "Then and wall "Then and wall " or" Talley of The Then andown" heing used on any produch mak made in the "Valley of Verginia" by Verginians. I especially object to California wine. makers trying to cash in ou its fame for their farture, and request that They wan he allowed to whe the ward "Shenandoah" in anyway evhatso ever. For Them to do so want he a sacrilege. Besides the evard heeing one of the mash heautiful ein the English language, the valley is one of the much heautiful ow earth, usually, the words "the valley" Spoken anywhere in the cauntry refer to the Shewan doah Valley of Virginia. Denerations of our ancestars lined, died and are buried in this valley, and eve aux it to sheir memory, and to our own person-had to hald the name and respectation of the valley en high esteem. OB handle, and "Lady Shen ando ah" es my daughters! The Shenandoah Valley is a place, and a people, a state of much and a sacred trush - and a cursed be anyone who puts its name on a California evene bottle. Mary Luptan Robinson winchester House - 205 I am a registered sater, wherether, VA 22601 a taxpress, a retired teacher, and "Then and oahar".

Richmond, VA 23221 June 9, 1981

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

Dear Sir:

RE: NOTICE NO. 37

E. n. Fausell

Please deny the California application for the "Shenandoah Valley" title on its wines.

"Shenandoah Valley" belongs to VIRGINIA!
Thank you.

Sincerely,

enp/



Town of Woodstock

Woodstock, Virginia 22664

June 9, 1981

P. O. BOX 169 PHONE (703) 459-3621

OFFICE OF:

TOWN MAYOR

Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P. O. Box 385 Washington, D. C. 20044 Att: Notice No. 371

Dear Sir:

The Town Council at their regular meeting on 2 June 1981 went on record as opposing the use of the name Shenandoah Valley by California Wine Growers Association.

It is Councils feelings that the historic name should be reserved for Virginia and that the California Wine Growers should use some name associated with their area.

Your consideration in this matter will be appreciated.

Yours very truly,

James I. Lambert

Mayor

JIL/jlc

CC: Shenandoah Valley Travel Association New Market, Virginia 22844



To Whom It May Concern,

I am writing to express my opposition to athe petition by the Amador County Wine Growers Association to have a portion of the state of California designated as the Shenandoah Valley Viticultural Area. As a part-time resident of the Shenandoah Valley in Virginia and a future wine grower in that region I resent this crass attempt to co-op the valley's name by a region with no claim to it other than that of hunger for a greater profit through the recognition of the name by the general public.

As a member of the wine industry I find the present laxity in the use of place appelations (such as Burgundy, Chablis, etc.) to be bad enough without further exacerbating the situation by allowing the wine growers of California to use appelations to which they have no geographical claim. The use of accurate appelations is going to be necessary in the future as the wine industry spreads out of California into the East, And the present petition is a step entirely in the wrong direction. If approved, this petition will only serve to confuse the wine buying public in years to come as the wine industry in the Shenandoah Valley grows. Therefore I feel that approval of this petition would be a disservice to both the general public and the Shenandoah Valley community. Thank you for your time and concideration.

Sincerely,

PETER F. KRIETE

Coulisle, PA 17013



June 8, 1981

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

Dear Sirs:

I have read, with no small amount of alarm and anger, that a group of Californians have requested that they be allowed to use the name 'Shenandoah Valley' on their wine products. I think this is the most ridiculous thing that I have ever heard of - there is one Shenandoah Valley and it is right here in Virginia, where it has always been and God, and the Bureau of Alcohol, Tobacco and Firearms, willing, it will always be. If those people are running out of names for their wines, that is really too terribly bad, but they can jolly well find something of their own, rather than to try to steal one of ours. They should try something like 'Smog Valley' or 'Mudslide Manor' which would be much more appropriate.

Really, I think it is terrible that you even have to take the time to consider such an outlandish request, but then I guess youall have to allow people to make any sort of request they want, even if you can just reject it out-of-hand. And I trust that you will reject this utterly mad and ridiculous request as soon as you possibly can. It would be bad enough even if Virginia did not have a wine industry of its own, but with Virginia starting to produce wines of its own, from that very area, it certainly would be confusing to the consumer. And since the whole idea of naming wine growing areas in America is to guide the consumer, to give the name of one of Virginia's most famous areas to a California group would fly in the face of all reason.

So, I urge you, along with many other Virginias, to reject the request of these people to use the name of our Shenandoah Valley.

Sincerely yours,

(Mr. and Mrs. Irvin J. Boudreaux

drum & + Vinguna A Boudream

Coles Point, Virginia 22442

WSVA EDITORIAL

AIRED: 8 TIMES 6/10/81

DELIVERED BY ALVIN MULLENAX, GENERAL MGR.

subject: air date:

SHENANDOAH VALLEY WINE

JUNE 10, 1981

JUST ABOUT EVERYONE WHO'S ANYONE IN THE COMMONWEALTH OF VIRGINIA HAS RAISED AN OUTRAGED HOWL ABOUT THE APPLICATION OF A CALIFORNIA WINE-GROWERS' ORGANIZATION FOR EXCLUSIVE USE OF THE APPELATION "SHENANDOAH VALLEY" FOR ITS PRODUCTS....AND THOSE HOWLS OF WOUNDED GEOGRAPHICAL PRIDE SHOULD BE CLEARLY HEARD IN THE HALLOWED HALLS OF THE U.S. BUREAU OF ALCOHOL, TOBACCO, AND FIREARMS.

THE GRAPE-GROWERS OF AMADOR COUNTY, CALIFORNIA--NEAR SACRAMENTO--CANNOT

BE BLAMED FOR COVETING THE BELOVED "SHENANDOAH" BLESSING FOR THEIR BREWS...

BUT NEITHER CAN THEY BE GIVEN THE GREEN LIGHT TO USE OUR HERITAGE SO

BLATANTLY FOR THEIR OWN FINANCIAL BETTERMENT.

THERE IS NO DOUBT THAT COMMON SENSE WILL PREVAIL—ALONG WITH THE ABOVE-MENTIONED HOWLS—IN WASHINGTON...BUT JUST IN CASE THE FEDS NEED ANOTHER NUDGE...WE WOULD LIKE TO SUGGEST THAT "AMADOR VALLEY WINES" WOULD BE A USEFUL AND APPROPRIATE LABEL FOR THE WEST COAST FRUITS OF THE VINE. UNLESS THOSE CALIFORNIANS CAN DUPLICATE THE SCENT OF A HONEYSUCKLED VIRGINIA JUNE...UNLESS THEY CAN CAPTURE THE GENTLE HAZE OVER A BLUE RIDGE SUNRISE...UNLESS THEY CAN BOTTLE THE VIBRANT EXCITEMENT OF A THUNDERSTORM AS IT ROLLS OVER THE WESTERN APPALACHIAN RIDGE... THEY DON'T DESERVE TO BANDY ABOUT WITH "SHENANDOAH VALLEY" LABELS.

FURTHERMORE, THE WORD SHENANDOAH IS NOT THE BACKWARD LONGING EXPRESSED BY A RESTLESS IMMIGRANT TO THE NEW WORLD..."SHENANDOAH"IS THE WORD THE NATIVE AMERICAN INDIANS USED FOR THE REAL VALLEY...AND WE DOUBT THAT AMADOR COUNTY, CALIFORNIA,

CAN QUALIFY AS "THE DAUGHTER OF THE STARS." WE KNOW THE VALLEY OF VIRGINIA CAN-AND DOES. ** WSVA INVITES RESPONSIBLE AND RELEVANT REPLIES TO OUR EDITORIALS.

P.O. BOX 752 HARRISONBURG, VIRGINIA 22801 (703) 434-0331

WSVA EDITORIAL

subject: air date

SHENANDOAH VALLEY WINE

JUNE 10, 1981

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P.O. BOX 752 HARRISONBURG, VIRGINIA 22801 (703) 434-0331

MEMBED OF THE CH MODE BOOADCASTING COOLID

Midlothian, Virginia 23113 June 9, 1981

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

Gentlemen:

Having been born and raised in Harrisonburg, Virginia, the hub of the Shenandoah Valley, I strongly oppose the use of the name "Shenandoah" or "Shenandoah Valley" by certain California vintners, or for that matter, anyone else outside the beautiful Shenandoah Valley.

I therefore urge that the name Shenandoah Valley be restricted to wines made only from grapes grown in the Shenandoah Valley.

Very truly yours,

Davis G. Heatwole

June 9, 1981

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

Dear Sir:

I respectfully request that the Amador County petition seeking to use the name Shenandoah Valley on their viticultural area be denied.

This would be grossly unfair to Virginians in that they would be unable to use our own name for our viticultural area as well as other businesses.

The Shenandoah Valley of Virginia is associated with us nationwide and I again urgently request that you deny the petition.

Sincerely,

Mrs. L. G. Fleming

Glen Allen, Va. 23060

TEMPLE W. BROADDUS



RICHMOND, VIRGINIA 23229

6/9/8/

Dear Sir

This is to strongly unge you to disoallow the california vinters to use The name shen and oak. It is already being used here and it's clual use would but Virginia a great deal. Also the area thus designated in Virginia is much larger and much bearer words than the California area. Inal has would be confusing to the public also, we respect our colifornia neighbors and wish them no harm but believe in fairness.

Very sin early i Aroadly

We, The undersigned residente, of Wenehester Nause in Wenchester Virginia, are adamantly appased to any 13: one, especially California urie makers, using the name "Then and aah", ar "Then and wash "aelig", on any produch, not produced in the Shen andoah Valley of Verginia, by Originians. Please see that This fraud is not perpetrated. virginia and Fhilly Houng r Mary L. Robinson · Lemie Hickolson Ohgrler F. Beloker The Remarke Vinta Wright Louise Joly Ensechick Bunker Millie Jeurnece Ruly Euch Martha Davison Mildred Berghand Doisy Mc Clay Mary and a Hagmandon Inch whitecher. Delei Gordon Reach O. W hideack Margaret Free ms of mere Statusell Jacque Lainy Pringh Cerria Cleno Ereca te distance Buch Courter of Junio S. Paugh Sintaginded con Ruth Poesell Kish Fither To Hilda Sutaryte Viola K. Lawrick Levis Fried. Liefren G. Reis Margaretta Lyke Marky o Yfuff. Louis & Friez -Land Eook EELel 13 Fries matte newcomb Kalhreyn Lichteler Cocalyn Hijes Phone francistor Linge office Ofelow Hickory Caro Ponte Mary ME Williams Specim Back Fit Yana Boad entry point of Hart Catterson Sarah, magasta. May my Seach may in Foglan MargaretConneily Kepal D. Wans

MIZE

SUPPLY COMPANY, INC



Industrial Supplies and Machinery

P. O. BOX 640 . PHONE 703 - NEW-FEEP NONE NO. 703-949-8273

WAYNESBORO, VIRGINIA
22980

June 8, 1981

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

ATTN: Notice No. 371

Gentlemen:

As a lifetime resident of Virginia, and especially the Shenandoah Valley, I want to add my name to those that are asking that you decline the application for the California winery to use the name of Shenandoah Valley.

We are sure that others have made a point that wine is produced in Virginia, and in fact, in the Shenandoah Valley.

Sincerely

Robert S. Boyd

President

RSB:dtg





CHARLES F. GAYLORD, M.D.

STAUNTON MEDICAL CENTER STAUNTON, VIRGINIA 24401 9 June 1981

Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P.O. Box 385 Washington, D.C. 20044 Attn: Notice No. 371

Dear Sirs:

The Shenandoah Valley of Virginia was well known long before California became a state, therefore this region has priority right to the name Shenandoah Valley in advertizing its products and its facilities.

The use of the name by California winery is deceptive and confusing.

I, for one, request that the name Shenandoah Valley be used exclusively to refer to products in the Shenandoah Valley of Virginia.

I remain,

Yours truly, Charles F. Gaylord, M.D.

CFG/ah

To: Chief, Regulations & Procedures Div. Bureau of alcihol, Tobacca + Fineams Richmond, VA 23228 June 9, 1981 Dear Ser: proposal involving the name of Skenandoak Valley." Historisally and economically, I'm sure you can see Thow such passage I would be a mistake. Thank you, Marcia Fynne Browder Salt Lake City, Utah 84106 June 7, 1981

Chief, Regulations and Procedures Division Buréau of Alcohol, Tobacco, and Firearms (BATF) Box 385 Washington, D.C. 20044

Attn: Notice no. 371

Dear Sir;

It is my understanding, according to the above notice, that the Amador County(california) Wine Growers Association has petitioned the BATF to designate some area of California as the "Shenandoah Valley Viticultural Area."

This petition is totally inappropriate. The Shenandoah Valley, according to anyone with a modest knowledge of American history and geography, is located in the Commonwealth of Virginia, and has been there for over 300 years. Amador County, Ca. surely has no shortage of indigenous personalities, historic events, or geographic designations that could better serve as a name for that particular wine-making region. Furthermore, a budding wine industry exists in THE Shenandoah Valley. Should these wine growers call themselves "San Francisco Viticultural Area?"

Geographical designations are important in any industry, including the wine industry, to identify the origin of the product. European cars are made in Europe. Florida oranges are grown in Florida. Virginia ham is cured in Virginia. Logic dictates that Shenandoah Valley wine is to be produced in the Shenandoah Valley, and not in California. Introducing the name of "Shenandoah" to California would serve no purpose but to cause confusion. This petition should be rejected outright.

Most sincerely yours,

John Stephen Shaner



Ensleys' O Shenandoah Farm Toms Brook, Virginia 22660

June 12, 1981

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

Dear Chief:

When I returned from a business trip to Europe this week I was astonished to have brought to my attention notice no. 371 "Shenandoah Valley Viticultural Area".

As one who has been a property owner in Virginia's Shenandoah Valley for a quarter of a century and now retired at Toms Brook, in the heart of the Valley, the past five years, I hastened to write this letter before I unpacked my suitcases.

I hereby respectfully request an opportunity, as you provide in the $\frac{\text{Federal}}{\text{hearing}}$ $\frac{\text{Register}}{\text{On}}$, page 21624, to "Comment orally at a public hearing $\frac{\text{On}}{\text{On}}$ these proposed regulations."

I will not take the time in this "request letter" to outline my arguments opposing the California request. I will only enclose my credentials as a responsible citizen for your information and background.

Having visited over forty countries in the past thirty years I like to think I am a good ambassador of Virginia's Shenandoah Valley. Whenever I go abroad and tell people I am from Virginia their first comment is, "Oh yes, the Shenandoah Valley."

I am an unpaid booster of Shenandoah Valley wine--Virginia Shenandoah Valley wine. I take gifts of this wine to friends in this country and abroad, using the attached label on the bottles:



Please give me a hearing.

Sincerely,

hover W. Erisley

cc. Hon.J. Kenneth Robinson

DR. GROVER W. ENSLEY

Biographical Information

Date and Place of Birth: April 13, 1915, Colfax, Washington

Married: August 24, 1940 - to Creta Mabie Ensley

Four Children: Diane (Orme), Philip, Clifford and David

Home Address: Toms Brook, Virginia 22660

Telephone: (703) 436-3567

Present Positions: Farmer and Consultant

Immediate Past Position

President, International Savings Banks Institute, September, 1975 - April, 1978.

The International Savings Banks Institute, based in Geneva, Switzerland, is spokesman for savings banking around the world. Dr. Ensley was elected President during ISBI's 11th Congress in Bogota, in September, 1975. Founded in 1924, ISBI currently has 90 members in 55 countries with combined resources of \$500 billion. The Institute provides a wide variety of assistance to members in the form of information, research, education, and conferences. ISBI cooperates with United Nations bodies and executes projects for expanding savings in the developing countries. In 1974 the Institute established a branch office in Bangkok, Thailand, to enhance its relationships with developing nations in that part of the world. (Additional Information on the Institute may be obtained from its office at 1-3 Rue Albert-Gos, CH-1206 Geneva, Switzerland.)

Career Position

President, National Association of Mutual Savings Banks, June 1, 1957-May 31, 1977.

The National Association of Mutual Savings Banks, of which Dr. Ensley served as professional head between June 1957 and May 1977, represents the savings banking industry in efforts to promote thrift and advance the nation's economic goals. It was organized in 1920 to provide member banks with service and leadership programs on the national level, and represents all the savings banks of the United States, with assets of \$150 billion. The President is appointed by the Board of Directors and executes the policies of the Board, and plans, directs and coordinates the programs and services of the Association. (Additional information on the Association may be obtained from its office at 200 Park Avenue, New York City 10017.)

Related Career Positions

Executive Vice President, The Central Industry Fund, Inc., 1961-1977
Executive Vice President, Drayton Company Limited, 1971-1977
Executive Vice President, Fund for Mutual Depositors, Inc., 1969-1977
Vice Chairman, Mutual Institutions National Transfer Systems, Inc., (MINTS) 1973-1977
Executive Vice President, The Mutual Savings Foundation of America, 1961-1977

Executive Vice President, Thrift Publishers, Inc., 1968-1977

Previous Full-Time Positions

Executive Director, Joint Economic Committee, United States Congress, 1949-1957 Technical Adviser to Senator Ralph E. Flanders, 1947-1949 Fiscal Analyst, United States Bureau of the Budget, 1941-1947 United States Navy, Lieutenant (Jg), Supply Corps, 1944-1946 Research Economist, Tax Foundation, Inc., New York, 1940-1941

Temporary Assignments

- Chairman, Special Congressional Committee on the 20th Anniversary of the Employment Act of 1946, 1965-1966
- Chairman, United States Delegation to Working Party on Economic Development, United Nations Economic Commission for Asia and the Far East, Bangkok, Thailand, September 1956
- United States Government delegate to opening sessions of General Agreement on Tariffs and Trade, Geneva, Switzerland, 1953
- United States Government delegate to the 28th Session of the International Statistical Institute, Rome, Italy, 1953; and the 29th Session, Rio de Janiero, Brazil, 1955
- Member, The Ad Hoc Steering Group for Business Incentivés for the President's Task Force for the War Against Poverty, 1964
- Chairman, National Associations Committee of the International Savings Banks Institute, Geneva, Switzerland, 1969-1972
- Member, National Advisory Council of Hampshire College, Amherst, Massachusetts, 1969-1972
- Lecturer in economics, The George Washington University; University of Denver; University of Washington; Wisconsin Graduate School of Banking; Graduate School of Banking, Rutgers University; Graduate School of Savings Banking, Brown University

Travels Abroad

As Executive Director of the Joint Economic Committee of the United States Congress and as President of the National Association of Mutual Savings Banks and the International Savings Banks Institute, countries visited and economies surveyed include: Afghanistan, Argentina, Australia, Austria, Bahama Islands, Brazil, Chile, Colombia, Cuba, Denmark, England, Finland, France, Germany, Greece, Guam, Hong Kong, Hungary, India, Italy, Japan, Mexico, Malaysia, Netherlands, New Zealand, Paraguay, Peru, Philippines, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, Thailand, Tunisia, Turkey and Venezuela.

As chief operating officer of the National Association of Mutual Savings Banks, delegate to 6th International Savings Bank Congress, Stockholm, Sweden, 1960; delegate to the 7th International Savings Bank Congress, Vienna, Austria, 1963; host to 8th International Savings Bank Congress, New York 1966; delegate to the 9th International Savings Bank Congress, Rome, Italy, 1969; delegate to 10th International Savings Bank Congress, London, England, 1972; President and presiding officer of the 11th International Savings Bank Congress, Bogota, Colombia, September, 1975, and President and presiding officer of 12th International Savings Bank Congress, Madrid, Spain, April, 1978.

Education

Ph.D., New York University, 1947 M.S. in Government Management, University of Denver, 1940 M.B.A., University of Washington, 1938 B.A., University of Washington, 1937

Other Graduate work: Harvard Graduate School of Business Administration and The George Washington University

Selected Publications

"Potential Economic Growth of the United States during the Next Decade,"
Joint Economic Committee print, 83rd Congress, 2nd Session, 1955
"Kremlin Economists Disclose Red Plans," Nation's Business, January, 1957
Winning Essay in the Pabst Postwar Employment Awards, 1944
"A Budget for the Nation," Social Research, September, 1943
The Role of Budgeting in Government, Tax Foundation, Inc., 1941
"Is Thrift Outmoded?" Business Horizons, Winter, 1958
"The Employment Act of 1946; The Dynamics of Public Economic Policy," The Relationship of Prices to Economic Stability and Growth, Joint Economic Committee, March 31, 1958

"Reply to Questionnaire of Senate Committee on Finance," <u>Investigation of The Financial Condition of the United States</u> - Compendium of Comments, Senate Committee on Finance, 1958

Professional and Social Affiliations (past and present)

American Economic Association

American Finance Association, Director, Real Estate Finance Committee, 1960-1961

American Society for Public Administration; President, Washington Chapter, 1952-1953; Member, New York Metropolitan Chapter

American Society of Association Executives

American Statistical Association

Beta Gamma Sigma

Cosmos Club, Washington, D.C.

Conference of Business Economists

Economic Club of New York

International Platform Association

Metropolitan Economic Association, Vice President, 1960-1961

The National Academy of Economics and Political Science; Member of the Board, 1956

National Association of Business Economists

National Planning Association; Member of Joint Subcommittee to study the problem of continuing lag in employment, 1960; Member, Finance Advisory Committee

New York University Club, New York City

Royal Society of Arts of England, Benjamin Franklin Fellow

The Sky Club, New York City

United States Chamber of Commerce; Member, Finance Committee, 1959-1961; Member, Governmental Supervisory Committee, 1959

American Statistical Association Citation

Elected Fellow in 1956; The Citation reads:

"...for his leadership in a strategic position toward better and more current government statistics; for providing a public forum through annual hearings involving the presentation of statistics on the role and economic impact of government policies; also a pioneer in the development of the nation's economic budget as an analytical tool..."

Fortune Magazine Citation

"The Economy's Scouts," an article appearing in Fortune Magazine, December, 1955, pictured Dr. Ensley as one of "The four economists [In government who] exert a profound influence on the national economy." (see page 103)

Nation's Business Citation

"Dr. Grover W. Ensley is staff director of what has been called the country's 'most important economic policy group.' This is Congress' over-all Joint Economic Committee. The Committee, which was formed in 1946, has been

a major force in shaping American economic policy not only in Congress but in the Administration and business world as well. Its studies and publications are must reading among economists." Nation's Business, October, 1955, page 56.

International Savings Banks Institute Citation

International Savings Banks Institute's Gold Medal for work on behalf of international savings banking, May 1973

Feature Articles on Dr. Ensley

Savings Bank Journal, April and May 1957

Biography Appears in:

Who's Who in America
The American Economic Review
American Men and Women of Science
Community Leaders of America
Dictionary of International Biography
Who's Who in Banking

6-12-81

141)

Dear Sir:

I wish to protest granting the designation of a " Vitaculture Area" Called Shenandoah Valley to the State of California.

It is totally wrong to deprive a burgeoning grape growing area of it's historic name. A name known throught the world in history, song and legend as being in the State of Virginia. It is probable that more people know the Shenandoah Valley is in Virginia than know the name of the current President of the United States. While imatation may be the sincerest form of flattery, to allow the flatterer to preempt the original from the use of his name is to allow the greatest injustice known to man.

The Shenandoah Valley has been known worldwide to be in Virginia for over three hundred years. As far as the general educated population is concerned, the Loire Valley is in France; The Connecticut Valley is in New England; The Mohawk Valley is in New York and the Shenandoah Valley is in Virginia. Let the Internal Revenue Service keep it that way.

Sincerely,

William P. Butler

Middletown, Va. 22645





30 N. NEW STREET • P.O. BOX 389 • STAUNTON, VIRGINIA 24401 • (703) 886-2351

June 10, 1981

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

Attention: Notice #371

Gentlemen:

Enclosed are petitions bearing the names of hundreds of business people and concerned citizens who protest the exclusive use of the name Shenandoah Valley by any but the original here in Virginia.

After all, our Virginia valley was named by the Indians in the early sixteenth century and has one of the highest name recognition values of any region in the world, let alone the United States.

We can understand how a homesick emigre from the original Shenandoah Valley of Virginia should wish to name his new home in the West in honor of it. However, he would be horrified to think that the second Shenandoah Valley should ever by given exclusive rights to that name, as are we.

We have a budding wine industry here in the original Shenandoah Valley and to allow another area to usurp the name could be injurious to them.

For these reasons, and many others, I respectfully urge your agency to deny the request of the Amador County California Wine Growers Association.

Sincerely,

Lillian P. Morse

Executive Vice-President

cc: Governor John Dalton
Senator John W. Warner
Senator Harry F. Byrd, Jr.
Congressman M. Caldwell Butler
Congressman J. Kenneth Robinson
Shenandoah Valley Travel Association
Augusta County Administrator, R. E. Huff



WAYNESBORO-EAST AUGUSTA CHAMBER OF COMME

Where The Skyline Drive Joins The Blue Ridge Parkway Post Office Box 459 · 301 Walnut Avenue · Phone 703: 949-8203 · Waynesboro, Virginia 22980

June 10, 1981

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

Re: Notice No. 371

Gentlemen:

The members of the Waynesboro-East Augusta Chamber of Commerce are alarmed you would even consider authorizing a group of Californians to use the name "Shenandoah Valley". Even if settlers migrated from Virginia to California and thought that the area they settled in looked like their Shenandoah Valley of Virginia, it is not.

We strongly urge you to deny the request of certain Amador County California wine producers to designate their area as the "Shenandoah Valley Viticultural Area". We have enclosed petitions containing 863 signatures of local residents who are vehemently opposed to such a designation.

We hope you will respect the historical heritage of Virginia and preserve the name "Shenandoah Valley" for Virginians.

Very truly yours,

Wade H. Lewis

President

WHL/sbp **Enclosures**

David I. Mc Caskey

ATTORNEY AT LAW

23 NORTH NEW STREET

p. o. box 1137 Staunton, Virginia 24401

TELEPHONE (703) 885-8146

12 June 1981

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

Dear Sir:

As a Virginian who has also spent some time living in the wine-growing regions of California I would like to go on record as opposing the designation of the small area considered in California as the Shenandoah Valley region for purposes of wine production. The pople who took the name of the Virginia Valley west with them would no doubt share in my disgust that the federal government would ignore two hundred years of history in order to appease the commercial lusts of those who don't even know the banks of the river whose name they seek to prostitute.

Sincerely,

David I. McCaske



FRED W. WALKER
Director
JERALD F. MOORE
Deputy Director
DIVISIONS
FORESTRY
LITTER CONTROL
MINED LAND RECLAMATION
MINERAL RESOURCES
PARKS
VIRGINIA STATE TRAVEL SERVICES
PROGRAMS
SALT WATER SPORT FISHING
OUTER CONTINENTAL SHELF



COMMONWEALTH of VIRGINIA

DEPARTMENT OF CONSERVATION AND ECONOMIC DEVELOPMENT

VIRGINIA STATE TRAVEL SERVICE
6 NORTH SIXTH STREET, RICHMOND, VIRGINIA 23219
(804) 786-2051
MARSHALL E. MURDAUGH, COMMISSIONER

June 12, 1981

BOARD
J.H. JOHNSON, West Point
Chairman
ARTHUR P. FLIPPO, Doswell
Vice Chairman
FRANK ARMSTRONG, III, Wincheste
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FREDERIC S. REED, Manakin-Sabot
GEORGE P. SHAFRAN, Arlington
SHELTON H. SHORT, III, Chase City
NICHOLAS D. STREET, Grunday
E. FLOYD YATES, Powhatan

Mr. Thomas George Chief Regulations & Procedures Division Bureau of Alcohol, Tobacco and Firearms P.O. Box 385 Washington, D.C. 20044

Dear Mr. George:

We at the Virginia State Travel Service are very much concerned as to the petition of California Vintners to label certain wines as Shenandoah Valley wines.

Through this agency, the State of Virginia has spent millions of dollars and enormous effort over the past 30 years in national and international advertising, feature stories, photos, motion pictures and other means to project and enhance the image of Virginia's famous Shenandoah Valley, which is one of our main assets and attractions. In short, the words "Shenandoah Valley" are an important and valuable component of the image of Virginia, and as such are of great value to the State's multi-billion dollar tourism industry.

A clipping from a California newspaper quotes the California petitioner as saying that the words Shenandoah Valley on his label would cause no confusion because the bottom of the label would show the name of the California locality (town or city) in which the wine would be made. It has already been stated in letters by our Governor and others that this is a weak attempt at justification.

What has not been pointed out, so far as I am aware, is that on the millions of menus which would offer "Shenandoah Valley" wine by the glass or carafe in restaurants and hotels throughout this country and Mr. Thomas George Page 2 June 12, 1981

abroad, there would be no specification as to point of origin, or differentiation between the small, obscure topographical feature in California which has been called the Shenandoah Valley, and the vast and famous 150 mile-long Shenandoah Valley of Virginia.

It is not only natural beauty and history that have made the words "Shenandoah Valley" famous and commercially valuable, but also the investment of millions of dollars and years of effort directed toward that achievement by the State of Virginia, plus muncipalities and organizations—public and private—in the Shenandoah Valley itself.

In summation, the Virginia State Travel Industry and the State of Virginia have a vested interest in the protection and reservation of the words "Shenandoah Valley," and we strongly protest the use of those words as proposed by the California vintners.

Best regards,

Marshall E. Murdaugh

jw

cc: Mr. Stephen E. Higgins
Mr. Meriwether German

from the desk of

Mrs. John Wallace shenandonk, VAG/11/81 22849

Chief, Regulations & Procedures DiV. Bureza of Alchohol, to 6 Acco & Fire 2 nms P.O. BOX 385 WAShinston, D.C. 20044 AH: Notice # 371

I certainly do not Feel that you could allow your department to Allow the name of Shenandown Valley (California) wine to bestrólishet the Shenzadozh Ualley (Virginia) is the only orginial name. And we should be Allowed that privilelye. of labeling our wines from here in the Valley-

thank you for Anoding this Mis understanding about our beautiful Shersa Loah Utley (Virginia) wines. Immedialely— (Virginia) white Board on their intelligence and their bragenners why don't they just go ahead and eall it Virginia Choice Shenandoah Vally wine? Has a nice ring to it doesn't it? And they know it. Rather ridiculous that They should be allowed to usurp a famous portion of Virginia for their use.

Don't allow this mockey to take place.

Sincerety, Cellenry Street

CHARLES TAFT PETERS, JR.

RICHMOND, VIRGINIA 23220

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

Dea Sir:

of their wines. As a citizen of Virginia of most strenoously object to this proposal.

The Shenandoan Valley has been identified with Vergenia. since before Colifornia was a stoke. It seems most untimely to consider such an appellation for Colifornia wines just as Virginia vineyards, in and near the Shenandoah Valley, are beginning to be vecognized as producers of high quelity wines.

The Shenandoah Valley is Virginian, and the appellation should be neserved solely for wines produced by uneigands in the Shenandoah Valley of Vuquia.

Sincerely Charles Toff Veters pr

Richmond, Virginia 23226 June 9, 1981 Bureau of alcohol, Tobocco and Fireanne Box 385, Waxhington D.C. 20044 It is unthinkable that Sentlemen: you would approve the designation of an ares in amodor County, Eslifornia, ar the "Shenandook Vælley Viticulturel area; and of feel sonfident that you will not do so. A sincerely believe That of you asked any two people from each of the fifty
people to specify the location of
states to specify valley, you
the Shenendook Valley, you would get a unanimous answer by all, unless they had no

Richmond, Virginia 23224 where it is. Rowbedge whatroever to
were merely guersing. To
were merely guersing. allow such a petition would indubitably lead to consume If the Shenandook Valley confusion! were to denote any area of land other than that (c. 150 mi. long and 10-20 mis wide) between the Blue Rikge and the alle-ghenier in N. Virginia then The columbia Encyclopedia and Columbia Encyclopedia Dictionery, Websters New Collegiste Dictionery, for examples, would need severished May of thank you in advance for rejecting the petition of amodor County, California Juliet H. Florance





The BIG #1

5000 Watts

WAYNESBORO: (703) 942-1153 STAUNTON: (703) 885-2455 P.O. BOX 1248, WAYNESBORO, VA. 22980

June 10, 1981

Chief Regulations & Procedures Division Bureau of Alcohol, Tobacco and Firearms P 0 Box 385 Washington D C 20044

Sir:

Re: Notice No. 371

Attached are the broadcast comments of Radio Station WANV opposing attempts to identify the produce of an obscure district in California with the names Shenandoah and/or Shenandoah Valley.

Sincerely

M. Robert Rogers President & Editor

c: Sen. Harry F Byrd Jr

Sen. John Warner

Rep. J Kenneth Robinson Rep M. Caldwell Butler



COPY FOR: EDITORIAL -THE WAR OF THE WINES

Dates: 5/21/81

Length: () 60 () 30 () 15

() Other:

Instructions:

supeRadio 97 · 5000 Watts

THIS IS A WANV EDITORIAL.

STAUNTON PHONE: (703) 885-2455 WAYNESBORO PHONE: (703) 942-1153

CENTURIES AGO THERE WAS A WAR OF THE

P.O. Box 1248 Waynesboro, Va. 22980

() Live () Record () Bed () Co-op copy () Tag: copy below

15

30

WHICH WERE EMBLEMS OF THE WARRING NOBLE FAMILIES. THIS YEAR WE MAY HAVE THE START OF THE WAR OF THE SHENANDOAH WINES, RIGHT HERE IN

ROSES IN ENGLAND. IT GOT ITS NAME FROM THE WHITE ROSE AND RED ROSE

THE UNITED STATES. A PROMISING VINYARD INDUSTRY HAS DEVELOPED IN

VIRGINIA, INCLUDING THE SHENANDOAH VALLEY. CONSCIENTIOUS TENDERS

OF WINE GRAPES HAVE BEEN FERMENTING SUPERIOR TABLE WINES, WHICH

HAVE FOUND THERE WAY INTO FINE RESTAURANTS. THE SUCCESS OF SHENANDOAH

WINES APPARENTLY CAUGHT THE EARS AND PALATES OF A GROUP OF CALIFORNIA

WINERY OWNERS WHO HAVE HAD THE TASTELESS GALL TO ASK THE FEDERAL

GOVERNMENT TO REGISTER FOR THEM THE USE OF THE SHENANDOAH VALLEY NAME

ON THEIR PRODUCT. THEY ARGUE THAT IN THEIR OBSCURE DALE IN THE WEST

THEY INDEED HAVE AN AREA CALLED THE SHENANDOAH VALLEY. CLEARLY THEY

ARE PLANNING A RIP-OFF AND THE FEDERAL GOVERNMENT SHOULD HAVE NO

PART OF IT. OUR SHENANDOAH MAY NOT BE QUITE AS OLD AS THE HILLS, BUT

IT DATES FROM THE FIRST SETTLERS, THE POWHATAN INDIANS, IN WHOSE

LANGUAGE IT MEANS DAUGHTER OF THE STARS. LET US NOT HAVE ITS BEAUTY

POLLUTED BY THE GREED OF PERSONS ACROSS THE CONTINENT, WHO SURELY

COULD FIND A MORE APPROPRIATE WAY TO DESCRIBE THEIR OUTPUT. THIS HAS

BEEN A WANV EDIKORIAL.

60

Tag:

June 10, 1981

Chief.

Regulations and Productures Div.,

Bureau of Alcohol Jobacco and Firearms,

Box 385 Washington, D.C. 20044

Dear Chief

Please help do something right in Washington for a change In Turning down the application of an association in Amador County, Colif to enlist the name "Shen and oah Valley Viticultural area".

although of do not live in the Shenandase Valley, as a Virginiar & home been through it many times in my 52 years and and apposed to anyone outside of Virginia who whiles to use it in this

after all, it was named and called. "The Shenandoah Valley" of Virginia before Califoria was a member of the United States.

Thank you for your cooperation.

Fred T. Feitig, Jr.

Richmond, Va. 23227

Fred J. Flitz, J.

Rechward, Vo. Regulations, Procedure Diversion Bureau of Alcahal, Tataces Fuciones Box 385 Washington, J. C. 200 44 Dear Ser, This is in pratect of approving on area D. California being named Shenandosh Valley Viticatture area because Sherandoah Valley refers only to a section of Virginia. This areal of Virginia was juice the name Shenondoah of Virginia was juice the name of the order. Valley Heve hundred years before California beend a state is area of California to be
Jo aclaw this vally "would be a grass
Called "Shenandoah Valley" would be a This
Called "Shenandoah Valley "would be a facts. Shendandoah.

Misrepresentation of facts. Shendandoah.

Navel will be denied. Singinia.

710000 helongs only to Virginia. Valley helong only to Virginia! Very truly yours Ros M. Smith

Richmond, Va. 23227, 6/10/81 (153)

Chief, Regulations & Procedures, Division; Bureau of Alcohol, Tobacco & Fractions, Box 385 Washington, D.C. - 20044,

It seems like a bad cheam, it is citizens of Virginia that our hallowed name of Shenandoals should be considered appropriate the apply to another section of the U.S.A.; even the that forticular space was itself closewed by people from Sheneswood while whom, we are also never cheamed a using it to further the national regulation of whom sales; in fact to even suggest that the name of shenevalual, should be used only by them, and them alone.

If you have any fairness in your department, you should eliminal any use of the nandoals except th apply to the rightful original owners of any land in the the rendral valley of Virginia,

Mrs Robert H Shulf Shuff Robert H. Shulf Robert H. Shulf Z.



June 8, 1981

Richmond, Virginia 23229

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

Gentlemen:

I strenuously object to the Amador County, California Winegrape growers association's petition to designate an area in that county as the "Shenandoah Valley Viticultural Area." While I do not dispute the fact that there is a valley called Shenandoah in that area, THE nationally and historically Shenandoah Valley is part of Virginia and West Virginia.

In support of my contention, I make the following points:

- The Readers Digest Great Encyclopedic Dictionary (Copyright 1975) says that:
 - The Shenandoah River is a river in Virginia and West Virginia flowing approximately 55 miles Northeast into the Potomac.
 - The Shenandoah Valley is the part of of the Great Appalachian Valley drained by the Shenandoah River.
 - c) The Shenandoah National Park is an area of 302 square miles located in N.W. Virginia and was established in 1935.
 - 2. a) On my National Geographic map set: "Close Up USA": The Shenandoah Mountain, the Shenandoah River and the Shenandoah National Park appear on the Virginia-West Virginia map. The Shenandoah River also appears on the US map of that map set.
 - The word Shenandoah in California does not appear even on b) the California state map.
- John Denver's hit song "Country Roads" mentions West Virginia and the Shenandoah Mountain(Valley).
- As I write this letter, I am enjoying a glass of wine produced by Shenandoah Vineyards of Edinburg, Virginia. Edinburg is in the Shenandoah Valley and only several miles from the Shenandoah River.

Carole M. Holle-Park W. William Park

(155)



COMMONWEALTH of VIRGINIA

Office of the Lieutenant Governor

1600 Anderson Road McLean, Virginia 22102 703-385-8676

June 10, 1981

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

Gentlemen:

Charles S. Robb

Lieutenant Governor

I wish to be counted among those who oppose California vintners being allowed to use the name Shenandoah Valley on any of their wine products.

Sincerely,

Patricia H. Mayer Personal Secretary to the Lieutenant Governor

Richmond, Va. 23228 Jane 9, 1981

Chief, Regulations of Procedures Din. Bureau of Alcohol, Tobacco of Fireains Bax 385 Washington, D. C. 20044

Gentlemen;

Sentemen, I am writing in opposition to the California proposal by wine grape growns to utilize the name "Shenandoah Vulley."

I ful passage of this proposal would be a terrible mistake with irreparable damage to our own thriwing wine industry.

Respectfully,

Victoria J. Stansberry



JOHN M. CAMP, JR.

FRANKLIN, VIRGINIA 23851

June 10, 1981

Chief
Regulations and Procedures Div.
Bureau of Alcohol, Tobacco and Firearms
Box 385
Washington, DC 20044

Dear Sirs:

The Shenandoah Valley of Virginia has carried its proud name for centuries. Without being able to give factual support for my belief, I firmly believe the name "Shenandoah" should be reserved for the Old Dominion and not be allowed as a wine label for a vinter in California. Please disallow their claim and request for use of this proud name.

Yours truly,

John Many, F

WELLFORD C. REED, M. D.

RICHMOND, VIRGINIA 23220 June, 10, 1981

Chief, Regulations and Procedures Dension Division, Bureau of alcohol, Tohaceo and Ineams,

Box 385, Hashington, D.C. 20044

Dear Sir,

I join the other wate citizens of the State of Virginia, protesting the attempt of California vitners to steal the name of our Shearandoah Valley, threatening our budding wine industry

Don't allow it.

Respectfully yours. Therefordolled

Current address

Richmond



Mrs. Robert H. Blevins, Jr.

Richmond, Virginia 23227

June 8, 1981

Dear Sir: My family and friends are thoroughly incensed by the brozen attempt by a group & California wintness to kidnake rope and hogtie the well-nigh socred Virginia name & SlenanDoal. Deer beautiful valley has been wedley know by that name since long before the one in California was even a gleam in any one's consciousness. The idea that they could appropriate the name and publicize it widely as their own is lenfair and downsight the American! They can swelly use more imagination and originality in nome selection than to copy the time - honored Vergenia nome & Shenouloak to promote a commercial California product. Blevens



Midlothian, Virginia 23113 June 9, 1981

Mr. G. R. Dickerson, Director Bureau of Alcohol, Tobacco and Firearms P. O. Box 385 Washington, D. C. 20044

Dear Mr. Dickerson:

I would like to voice my objection to wine growers from a community in California using the name "Shenandoah Valley" on their wine labels, when the winegrowers in the Shenandoah Valley of Virginia are already using that name (Shenandoah Vineyards, for instance.)

If the Amador County petition is approved, if would prevent Virginians from using the Shenandoah Valley name to promote our own viticultural area now or in the future. We do not use California names on Virginia wines, and I do not believe that California should be permitted to expropriate a name that is distinctly Virginia's for use in selling wine.

Thank you for your consideration.

Sincerely,
Bothin Danier

Mrs. H. Lewis Garrett

PS: I have used wine from Shenandoah Vineyards of Edinburg, Virginia, and they have several very fine wines.

(101)

Mrs. William Palmer Hill, Jr.

Richmond, Virginia 23220

June 9, 1981

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

Dear Sir:

I was shocked and amazed that you would even think of allowing a group of Californian vintners to use the name "Shenandoah" to label their wine. All the world knows that the Shenandoah Valley and the Shenandoah river is in Virginia.

I was born in England, and came here 17 years ago - I am now a U.S. citizen. In my childhood I learned the song "Oh Shenandoah, I love your daughter" and even attended an International Girl Scout Jamboree in Sweden where girls of many nationalities sang that song together.

Webster's Dictionary describes both the valley and the river as being in Virginia, and how those Californians, under the pretext of some tenuous claim to coming from Virginia in the mid-nineteenth century, could have the audacity to label their wine "Shenandoah" is beyond me.

Let them stick to their Spanish names, and leave Virginia's English heritage alone. At least <u>OUR</u> Shenandoah will never sink into the Pacific Ocean!

Sincerely,

Bridget F. Hill

Richmond, Virginia 23229

Drat Sir,

As a native Virginian of the use of the used when and only being used in the fine state of collifornia their wine.

To be completely fair the shenon doch halley of Virginia has sen thus known for a much longer than the California area.

Sincerely, Clara B. Broadus-

ne 8,1981





E. E. BURGE
County Administrator

Board Of Supervisors

COUNTY OF PAGE ADMINISTRATION BUILDING

LURAY. VIRGINIA 22835 (703) 743-4142

SUPERVISORS

CHARLES I. GRIFFITH - Chairman MEDFORD L. PAINTER - Vice Chairman

RICHARD S. CATRON - District 1
CHARLES I. GRIFFITH - District 2
L. WAYNE HOUSDEN - District 3
MEDFORD L. PAINTER - District 4
ROY W. COMER - District 5

June 9, 1981

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

ATTN: Notice No 371

To Whom It May Concern:

At the regular scheduled meeting of the Page County Board of Supervisors on June 8, 1981, by unanimous vote the Supervisors wish to join Congressman J. Kenneth Robinson in his effort to keep the historical Shenandoah Valley name in its rightful place, which is Virginia.

Respectfully,

E. E. BURGE

County Administrator

EEB/bjs

CC: Shenandoah Valley Travel Association

(164)

River Towers Apt.

Richmond, Virginia 23225

June 8, 1981

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

Dear Sir:

We want to send our strenuous objections to the proposed use of the name "Shenandoah Valley" by a group of wine grape growers of Amador County, California.

The name of Shenandoah Valley has been a region in the Commonwealth of Virginia, ever since its discovery around 1710. It is well known in a large area of these United States and no doubt equally well known in many other countries. If it were given also to an area in California, a great deal of confusion would occur.

We do hope that this proposal will be turned down in short order.

Thanking you,

Sincerely yours,

Flavius Burfoot Walker, Jr.

and

Jane Duke Walker

Mrs. Flavius B. Walker, Jr.

TRAVEL CENTER OF THE BEAUTIFUL AND HISTORIC SHENANDOAH VALLEY









NEW MARKET VIRGINIA 22844

June 10, 1981

Regulations & Proceedures Division Bureau of Tobacco, Alcohol & Firearms Box 385 Washington, D.C. 20044

Attention: Notice No. 371

Dear Sir:

It has come to the attention of the Chamber of Commerce through the various media that there is pending before you a request by a group of vinters in California to adopt the name Shenandoah Valley and apply it to a small valley located in California.

We find no basis in reality for permitting the use, and apparently exclusive use, of this name by a region with no connection to the true Shenandoah Valley. Not only do we find the thought offensive but in view of the excellent products produced in local vineyard we feel it would be extremely confusing to the public.

We cannot understand and cannot condone usurping this hallowed name and the resulting confusion which would inevitably occur if California vinters were permitted to designate their area as the Shenandoah Valley.

Sincerely,

NEW MARKET AREA CHAMBER OF COMMERCE

James P. Weissenborn, President

msg

(166)

June 9th, 1981

Mr. G. R. Dickerson, Director Bureau of Alcohol, Tabacco, & Firearms Washington, D. C. 20044

Dear Mr. Dickerson,

I wish to register my objection to the Amador County, California grape growers application to your department for the use of the name Shenandoah Valley on any of their products. I feel approval of their request would stand as an gross injustice to the interests of the Commonwealth of Virginia, and her own infant wine industry. I also feel such a designation applied to any product not produced in the region whose name it may carry is totally misleading to the consumer.

I would like to add that I have no monetary interest whatsoever in the above dispute other than great pride in being a native of Virginia, with a desire to preserve the uniqueness of her attributes.

I appreciate your consideration in this matter.

Yours cordially,

Bernard L. Solari Bernard L. Solari

Mechanicsville, Virginia 23111

Richword, Va. Regulation - Procedures Div. Bureau of alcahal, Sahacco v Firearus Washington, J. C. 200 44 Box 385 This letter is in fratest of an area California evine Company maning an area california, Shenandoah Valley Viticultura in California, Shenandoah Valley Viticultura Dear Sir, augerwa, unenandoah Walley evas geven to a

Orea. Shenandoah Walley evas geven to a

Specific area of Virginia was organized or become

state of Cabifornia was organized or become

state of Cabifornia was area of California

a state. To nome an area of the same

"Shenandoah Valley", would be the same

"Thereadoah Valley", would be the as giving to states, or mauntains the same Verginea has stalen nathing from California. To allow any areas on ord California to take a nome Company in California to take same as from Verginia would be the same as A hape this application will Very truly yours, be deviel. Jus. Hayl Smith

Richmond, Va. 23229 grue 8, 1981

Chief, Regulations and Procedures Division, Bureau of alcohol, Tobaccoaud Fercarus Box 385, Washington, D. C. 20044

9 stronger object to colifornia boing allowed to designate an area in that I stake as the "Shenadoah Valley Viticultural area". Area" he shenodood Valley of Virginia is well known throughout our country as bring a known history major Virginia region. It is known history major Virginia region and songo as being and romantic stories and songo as being part of virginia, and those hearing the words "Shenadooh Valley" think first of the state of Virginia. 94 is my sarrost høge that you will not approve the proposal made Dey California Mrs Vaucy 9. graham

Vote No for California to be

permitted to use Themendock

Vareey This gue don't need
in Va. or from books areey.

Thanks for watery No

New. Coraleace B. Jennings

Kichminel, Ca. 33227

Richmond, Virginia 23228 June 10, 1981

Dear Sir:

I do most Emphatically agree that the name "Shenandoah" so long associated with our beautiful Valley of Virginia should not be used to advertize wine raised and sold in California. Please see this is not Thank you. done.

Respectfully yours, Julian M. Howell



Shenandoah Vineyards

Route No. 2, Box 208B Edinburg, Virginia 22824

(703) - 984-8699 (201) - 635-7012

June 10, 1981

Address Reply To:

Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms
Washington, D. C. 20226

Re: 27 CRF Part 9 (Notice No. 371)

SHENANDOAH VALLEY VITICULTURAL AREA

Gentlemen:

Shenandoah Vineyards requests the opportunity to comment orally at a public hearing, if one should be held, on the proposed regulations noted above.

Sincerely,

James B. Randel, Jr.

JBRandel &

June 9, 1981

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

Gentlemen:

We, the undersigned object to the use of "Shenandoah Valley" by a group of California vintners as the name of their Viticultural Area.

Very truly yours,

Ebsie Arape, I Blen allen, Va. 23060

Wazel S. Frenzen

Jenie S. armetrony

Mrs. John Parrish Williams

(13)

Crozier, Virginia 23039

June 8, 1981

Chief, Bureau Jalcohol, Johaces and Sirearms:

Jabject to the name of
Virginea's "Shenandoal"
Virginea's "Shenandoal"
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State of Colifornia. They
State of Colifornia. They
have many beautiful names
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have many beautiful names
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their own and leave
Virginea alone! We mant
Virginea alone! We mant
Catherine S. Williams



June 8, 1981

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

Dear Sir:

I am writing to inform you that I totally object to the California Winegrape Growers Association's petition to designated an area in that state or county as the "Shenandoah Valley Viticultural Area." While I do not dispute the fact that there is a valley called Shenandoah in that area, I must point out that the nationally, internationally and historically known Shenandoah Valley is in Virginia and West Virginia.

The Shenandoah Valley is a place of beauty for the people of the two states that share her. It is a part of our heritage and of our history. It is a name that when spoken calls to mind an area of great beauty that is truly cherished by both Virginians and West Virginians.

I feel I speak for both Virginians and West Virginians when I say that California should look for a name that calls to mind California, its own unique beauty, charm, history, and heritage, for its winegrape region; and not a name that is synonymous with a region thousands of miles away.

I am sadden that the California Winegrape Growers Association feels that the only way to make a name for their wine is to take advantage of West Virginia and Virginia's history when California is deep in a rich history all her own. It is my hope that the people of California stand up and demand a name that speaks only of California.

Sincerely,

Kathryn C. Fehskens

Richmond, Virginia 23298

June 8, 1981

Rejulations and Procedures
Box 395, to DC. 20044
Washington DC. 20044

This is to creticize

proposal pending to permit

the use of the name of

"Shen and oak Valley" to

approximately 10,000 acres in

approximately 10,000 acres in

amadra County, California.

amadra County, California.

I was born and have hired

all my life in Virginia. However,

all my life in Virginia. However,

all my life in Virginia. However,

all we traveled extensively in this

Country and all over the world

to Virginia your Valley belon p



Luray Caverns Corporation, Post Office Box 748, Luray, Virginia 22835, (703) 743-6551

June 19, 1981

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

Dear Mr. George:

Luray Caverns, one of Virginia's most popular natural wonders located in the Shenandoah Valley of Virginia, urges you to deny the request of the Amador County Wine Growers Association of California exclusive use of the "Shenandoah Valley" name to describe their wines.

Since its discovery in 1878, Luray Caverns has made extensive and proud use of our Shenandoah Valley location in the advertising and promotion of this world famous cave. Please note the attached material.

Students all over the world find standard books of reference listed below

The Encyclopedia Briticana, Volume XX

The New Encyclopedia Briticana

The Encyclopedia Americana, International Edition

The World Book Encyclopedia

carry extensive reference to Virginia's historic Shenandoah Valley. No reference is made to the area of the same name in California.

Virginia's title to the Shenandoah Valley is clear and understood world wide. Please preserve it.

Sincerely yours,

Kermit B. Cavedo

Director - Public Relations/Advertising

KBC:b1



The most beautiful music you've ever heard comes from solid rock, at Luray Caverns!

At Luray Caverns, it's true—rocks really do sing! It all began with a five-year-old boy's birthday visit to the caverns in 1954.

The little boy's father, Leland W. Sprinkle, is an electronics engineer—and an accomplished organist. And after hearing the clear, mystic tone when his guide tapped a stalactite, Leland Sprinkle envisioned a musical instrument that would release the music of these majestic formations for all the world to hear.

The world's only Stalacpipe Organ: A many-acre symphony of sight and sound!

The beautiful stalactite formations, which hang from the cave ceiling, are used as tone sources in the instrument. Tuned to concert pitch before becoming part of the

"symphony," they produce tones of symphonic quality and accuracy when tapped by rubber-tipped plungers under the organist's control. Man's genius and the Hand of God-in perfect harmony.

The Great Stalacpipe Organ can be played from a large organ console or by automatic control which faithfully carries out the interpretation of the organist. Either way, as you stand in the center of the "Cathedral" surrounded by awe-inspiring formations and listening to Leland W. Sprinkle's special Stalacpipe Organ arrangements, you are sure to agree with the visitor who wrote, "Man's genius and the Hand of God are in perfect

harmony there."

The Stalacpipe Organ is just part of the excitement at Luray Caverns!

After you have heard the unforgettable Stalacpipe Organ, after you have explored the fabulous underground kingdom of stalactites and stalagmites, more good times

are waiting at Luray Caverns. Like the history of transportation, told in Cords and Bugattis at the Car and Carriage Caravan. Golf and tennis at the Caverns Country Club Resort. Or a carillon concert surrounded by the Blue Ridge Mountains.

With all this *plus* the most popular caverns in the East and the only Stalacpipe Organ in the world, it's easy to see why Luray Caverns has become the most exciting travel complex in the Shenandoah Valley. And easy to see why vacationers by the thousands agree:

There's nothing on earth like Luray Caverns.

On-premises gas station open 7 days a week.

Litho. in U.S.A.

"The Descurery of Lucy Caren, Veguin by Russell H. Surner

INTRODUCTION

n 1878, the Shenandoah Valley of Virginia was slowly recuperating from the wounds of the War between the States. The scars on the landscape were healing, but the scars left by the human tragedy that had pitted brother against brother were still grievous. Economically the valley had been laid bare. The fields recovered, but the isolation from the mainstream of business left the smaller towns off the main roads struggling to survive. The State of Virginia had been readmitted to the Union in 1870. The railroad men of the North saw this as an opportunity to tap the raw materials of the South and exploit the labor market that had been left unemployed after the War.

Capitalists from Philadelphia and Baltimore convinced the readmitted State and the voters of Page County that if they would float a bond the company would build a railroad through the Shenandoah Valley, routing it along the east side of the Massanutten Ridge through the county seat of Luray. This would parallel the old route of the Baltimore and Ohio Railroad which traversed the west side of the Ridge. Two hundred thousand dollars were pledged by the voters and the railroad started. Unfortunately, the bonds were never

issued and the company ran out of money. For seven years the roadbeds and road cuts sprouted weeds and brush. The citizens of Page County hoped that the time was imminent when the work would be renewed. The completion of the tracks and the coming of the steam engines became a goal that they believed would change the fortunes of all. But still the railroad did not come.

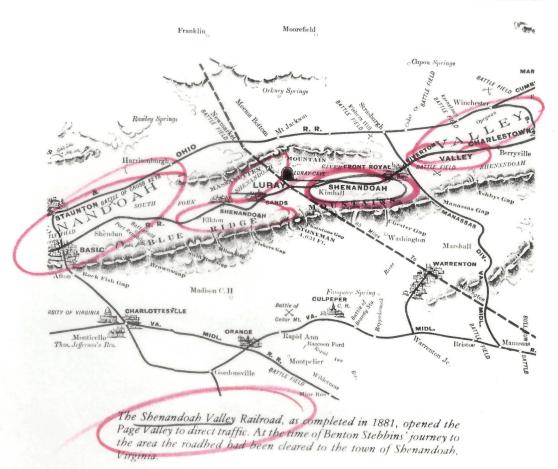
Farmers and businessmen clung to their resources as long as they could in the hopes of better times. When they could wait no longer, they moved west. This migration was not restricted to the Shenandoah Valley, for the war provided hard times in the North as well. Poverty at home always seemed harder than poverty someplace else, so families packed up their belongings and moved someplace else on the assumption that "it had to be better."

Benton Pixley Stebbins was one such migrant. Born in New York State in 1825, he worked on his family's farm until he was twenty-one. A restless man, he began to travel to seek his fortune. He worked as a carpenter, taught school, published a newspaper, and finally became a photographer. He married, and reared seven children, and then, at

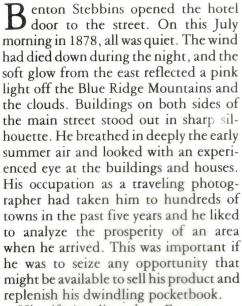
the age of fifty, he divorced his wife. With his photographic studio, he set out through the towns of New York. After marrying a distant cousin, Amelia Stebbins, he went to Easton, Maryland, still searching for that clusive fortune. In Easton he found only grief and disappointment when Amelia's parents, who had accompanied them to Maryland, both contracted malaria and died. They moved on, this time West: Benton, Amelia, their two-year-old son Eugene, and Amelia's sister and brother-in-law, Emily and Charles Vorhees.

They set out for the Shenandoah Valley after reading the railroad brochures stating that this was a favorable and fertile land. The brochures did not mention that this was a desperately poor region, so they set out with the same high hopes and wistful confidence that the residents of the Shenandoah Valley had as they left for their "land of promise" even farther west.

The two families made the journey over the Blue Ridge mountains in wagons with all of their possessions. After a five-day trip they reached the little town of Luray, Virginia. It was dark when they arrived; the journey had been long and difficult. The two families decided to stay in Luray, the county seat of Page County, and see if this might be where they could "find their fortune."







His wife Amelia and son Eugene were still sleeping in the hotel, for he wanted to look around before the activities of the day prevented an unhurried evalutation.

There were no continuous board-walks, so Stebbins walked down the center of the street. While his gait was that of a young man, his hand hung loosely at his side—the result of an old injury. There were various business signs on either side: Dry Goods, General Merchandise, Hardware, two lawyers

and one doctor. He did not see a sign for a photographer.

He paused at Hawksbill Creek, a tributary of the South Fork of the Shenandoah River. There was a good flow of water bank to bank and from the bridge he could clearly see the bottom. The water was only a few feet deep with cobbles and stones sharply visible in the early morning light. The bridge had recently been rebuilt and the acrid odor of tar and freshly sawed oak hung in the air. The oak structure had not yet weathered to the mottled gray of most country bridges.

Across the bridge was a hill. The sun burst forth over the Blue Ridge, lighting up the buildings and reflecting off the white gravestones in the cemetery on the right. The road had been leveled at this point, but he could see by the piles of pine ties that this was designed to be the roadbed of a railroad. A sign on a small red shed said "Shenandoah Valley Railroad," confirming his opinion. Apparently there had been a halt in activity, for weeds had grown up around the building and the ties had begun to weather.

Stebbins knew that the completion of the railroad would change the entire economic picture of this sleeping town.



Benton Pixley Stehbins, co discoverer of Luray Caverns, Virginia

He had seen that happen in Pennsylvania when the railroad, extended to the oil fields near Titusville, had turned the rural farming area into a boom town almost overnight. Fortunes were made as property values soared, and for enterprising businessmen there were opportunities (and risks) available. This, the discovery of the railbed, was the most exciting part of his early morning walk. Here was an opportunity and potential that he had overlooked the night before when they came into town.



Amelia Stebbins, wife of Benton Stebbins, artist and illustrator

After a hearty breakfast with Amelia and Eugene, he obtained a newspaper, the Page-Courier. A four page-weekly published every Thursday, it covered national and state news on page one, the country and political news on page two and had local news and advertising on pages three and four. Stebbins was pleased to learn there was no photographer in town; there was an advertisement for a studio in Front Royal, twenty miles to the north. He was also excited to read that the Shenandoah Railroad,

after two years delay, was to begin laying track again, and it was estimated the line would reach Luray by September. The roadbed he had seen was completed to the town of Shenandoah, about twenty miles south, to the Shenandoah Iron Mines. This rich deposit required a railroad if it were to prove successful. At present, pig iron produced in the furnaces was transported by wagon over Massanutten Mountain to New Market where it was loaded and shipped to mills.

Reinforced with this information and buoyed with the optimism of his naturally ebullient spirit, Stebbins gathered together a portfolio of photographs and sought the office of the Page-Courier.

"My name is Stebbins," he said to a slender, sandy haired young man with a white shirt. "Are you the editor?"

"No, Andrew Broaddus is the editor," the young man replied, wiping his hands on his apron. "I'm T. J. Berrey, assistant editor; Mr. Broaddus is not in. Can I help you?"

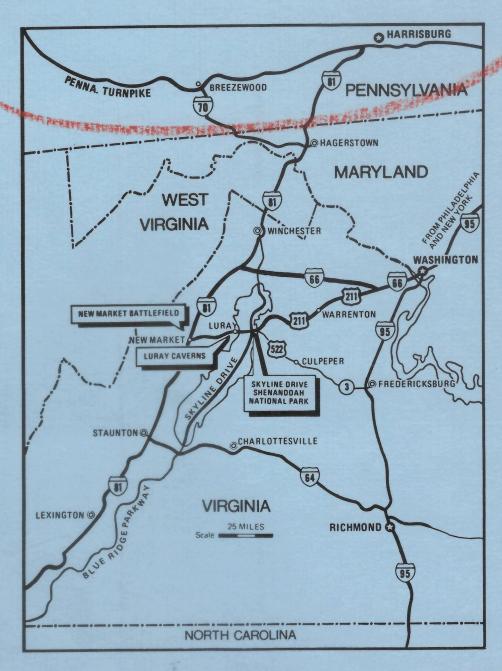
Stebbins placed his portfolio on the counter and looked over the shoulder of the young man to the back of the shop where a boy was cleaning the printing press. It looked like a fine working shop. Stebbins had been part owner of the *Corry City News* in Pennsylvania; the scene was a familiar one to him.

"I'd like to place an ad in your paper," Stebbins said. "We just arrived in town last night and it will take a few days to set up the studio. I'm a photographer and my wife is an artist. We are thinking of settling here in Luray for a while."

As he spoke, he spread some photographs on the counter. There were small portraits of children in christening dresses, wedding photos, pictures of a group of men standing stiffly in front of



Travel Center of the Northern Shenandoah Valley



Luray Caverns is

only 1 hour 45 minutes from Washington, D.C. via scenic U.S. 211
10 minutes from the Central Entrance to Skyline Drive and Shenandoah National Park
15 minutes from I-81 at New Market, Va.

CAVERNS COUNTRY CLUB RESORT

Luray Caverns, Virginia

Open Year Round

The Luray Caverns Country Club, which opened in the spring of 1976, is rapidly becoming one of the most popular Golf and Tennis Resorts in the East. This picturesque new property is situated one mile west of Luray Caverns and the Caverns Motels, adjacent to Luray Caverns Airport, within sight of the Skyline Drive in Shenandoah National Park and high above the banks of the Shenandoah River. Individual and group packages including golf, tennis, meals, lodging and tours are available.



Caverns Country Club's 18 Hole — Par 72 — 6452 Yard Golf Course, A Public Facility



Enjoy water sports on the nearby Shenandoah River.



Enjoy tennis on the Caverns Country Club's four new hard-surface courts.

CAVERNS COUNTRY CLUB RESORT

Luray Caverns, Virginia

GOLF/TENNIS VACATION PACKAGES

Effective March 15-Nov. 15, 1981

Virginia's newest Golf/Tennis Resort featuring a Championship 18-hole Golf Course and four hard-surface Tennis Courts.

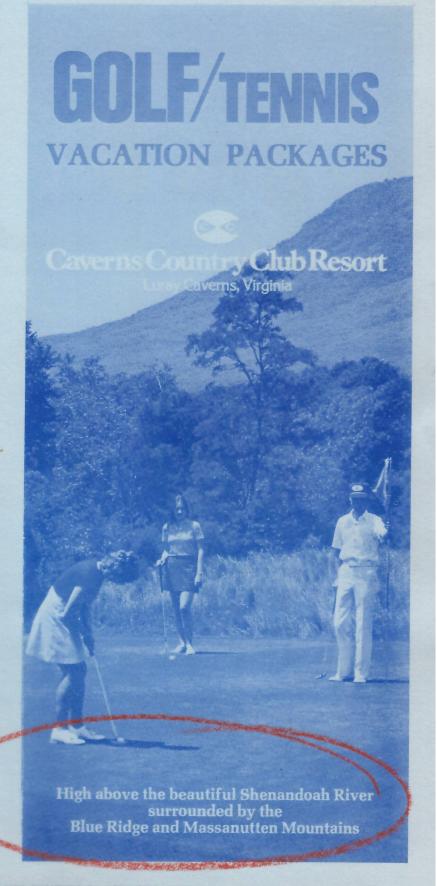
PACKAGE RATES COMMISSIONABLE AT 10%
ONLY TO LICENSED COMPANIES.

For Reservations and additional information on Package Plans write:

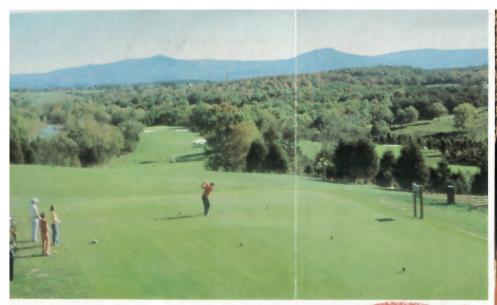
Package Tour Department Luray Caverns P. O. Box 748 Luray, Va. 22835

Phone: 703/743-6551

9:00 a.m. until 5:00 p.m. daily



ORDER THIS FREE, FULL COLOR BROCHURE IN ANY QUANTITY TO HELP SELL YOUR GOLF/TENNIS VACATION PACKAGES.



surpassed beauty of Virginia's Blue Ridge Mountains and Shenanalley creates one of the most beautiful settings this country has to Laverns Country Club Resort at Luray Caverns, Virginia is in the f this picturesque region.

hole, par 72 championship golf course has 6452 vards of gently fairways and is totally irrigated. Situated high above the Shenandoah 1 the shadows of the Blue Ridge Mountains, the course, with its large d greens, offers a challenge to the seasoned golfer and is an enjoyperience for the weekend player. If tennis is your game, there are w hard-surface courts located near the spacious and attractive Golf

ful accommodations are provided at the Luray Caverns Resort Motels, in a mile from the Country Club and opposite Luray Caverns. Both have swimming pools and there is hiking and horseback riding in Shenandoah National Park You will enjoy dining and your favorite l at the Caverns & Coach Restaurant at Luray Caverns.

s Country Club Resort is open to the public and located at Luray s, Va. on U.S. 211, 2 hours southwest of Washington, D. C. and 15 3 from I-81 at New Market, Va. For those flying private aircraft, the Caverns Airport borders the Country Club and free transportation is le for fly-in visitors between the Airport, Motels and Country Club.



DAILY GREEN FEES AND COURT RENTAL RATES—PER PERSON

Green Fees-\$7.00 weekdays-\$9.00 weekends and holidays Golf Car Rental—\$12.00/18 holes Court Rental Rates—\$2.50 per hour weekdays—

FOR PACKAGE RESERVATIONS and INFORMATION

Contact Package Tour Department, Luray Caverns, Luray, Virginia 22835—Phone 703/743-6551—

\$3.50 per hour weekends and holidays



Naturally beautiful Luray Caverns largest and most popular cave in eastern America. 2 hours southwest of Washington, D. C., 2½ hours northwest of Richmond, Virginia, 10 minutes from the central ento Skyline 15 minutes

Drive, 15 minutes from Interstate 81.



3500' paved runway Unicom 122.8-Fuel-Elevation 912'



Caverns Country Club Resort

Luray Caverns, Virginia

Enjoy a tennis vacation at Caverns Country Club Resort, Luray Caverns, Virginia. There are four hard-surface courts for your pleasure.

Tennis Vacation Package Includes:

- Two hours court time guaranteed each day additional play as courts are available — Caverns Country Club Courts.
- Lodging each night at Luray Caverns Resort Motels opposite Luray Caverns — One mile to Caverns Country Club.
- Daily Meal Allowance Breakfast coupon provided second package day through last package day - Dinner coupon provided for dining each evening (except last package day) . . . Caverns & Coach Restaurant at Luray Caverns.
- One adult admission to Luray Cavens and the Historic Car & Carriage Caravan.

Choose any of the package plans listed below-

TENNIS PACKAGE RATES PER PERSON

	2 Days/1 Single	Night Double	3 Days/2 Single	Nights Double		Night's a Only
March 14-May 21						• .
Arrival MonThurs.	\$45.95	\$33.50	\$ 87.35	\$62.40	\$26.88	\$14.40
Arrival FriSun.	\$47.80	\$35.35	\$ 89.20	\$64.20	\$26.88	\$14.40
May 22-Nov. 15						
Arrival MonThurs.	\$51.75	\$35.40	\$ 98.85	\$66.20	\$32.64	\$16.32
Arrival FriSun.	\$53.55	\$37.25	\$100.70	\$68.05	\$32.64	\$16.32
	Tayor In	cluded	Cratuities	Evtro		

March 14-November 15, 1981 (U.S. currency or equal value)

Enjoy Tennis Vacation Packages at Caverns Country Club Resort



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Caverns and scenery, history and f— the good times you're looking for e closer than ever, at Luray Caverns: A great vacation headquarters

Stalagmites are only the beginning

The largest, most popular caverns in eastern Ameria are just the beginning of the vacation fun at Lur Caverns. Because after you've explored the Cavernafter you've heard rocks "sing" on the only Stalacpi Organ in the world, you can explore the romantic htory of transportation at the Historic Car and Carriag Caravan. You can play golf and tennis surrounded the Blue Ridge Mountains.

Days of fun begin right here

And then you can make Luray Caverns your her quarters for days more fun. It's only 10 miles to Sl line Drive and the Shenandoah National Park. (A at our gas station for directions.) This beautiful ge way has over 400 miles of scenic trails for everyor from the Sunday stroller to the experienced backpaer. If you'd really like to experience the great outdoo campgrounds are available nearby. And if riding the

river is more your style, you can pack your fishing tackle and take a canoe down the Shenandoah. (Our small-mouth bass are famous.)

Past times and good times like nothing on earth

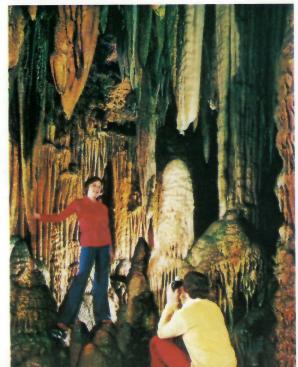
It's also only 20 minutes from Luray Caverns to the magnificent Hall of Valor at New Market Battlefield Park, where exhibits, an award-winning film, and the battlefield itself pay tribute to the Civil War's schoolboy-soldiers from Virginia Military Institute.

But along the way, don't forget to save time for just relaxing. For exploring quiet country lanes, shopping for handcrafts and antiques, or just enjoying the Shenandoah Valley scenery.

After all, whether vou're looking for excitement or serenity, it starts right here, at Luray Caverns. And there's never been a better time to discover the wonder than this year. Because at a time when getting your vacation's worth means something a little different, there's nothing on earth like Luray Caverns!

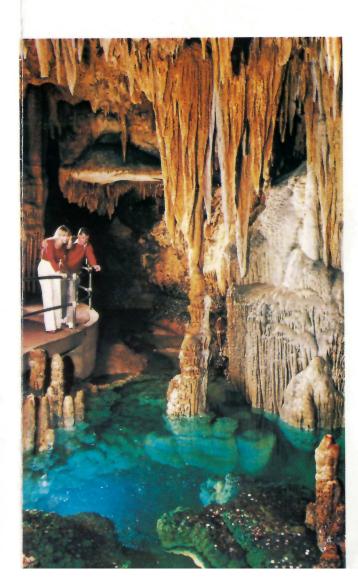
Gas/diesel stapn on the premises







Luray Caverns in the beautiful Shenandoah Valley of Virginia is only 10 minutes from the Central Entrance to the Skyline Drive via 4-lane divided U.S. 211. The Drive's highest elevations and the major visitor services of Shenandoah National Park are here in the Park's central section. Luray Caverns is only 15 minutes from Interstate 81's Exit 67 via U.S. 211.



190 6/20/81

Mean Sirs:

as an elementary schoulteacher of Virginia and american History, I has you But & let the state of Calif. Use the Shenandown Valley Cakel.

I would like to think that
Through the years, I've made my rural County students proud of their herliage, proud of their J'Cat - Frish and Berman auccestons who gave their lines for the Then and och lacker in Virginia. We were named first. Please, don't

let the name he used. Very sincerely, Mrs. Robert F. Mc Cune Augusta County School Deacher

- Sylocardon las skur,

Lawrence L. Cobb Karly Wines Plymouth, CA 95669

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

RE: Request for appellation—Shenandoah Valley

Dear Sir:

I operate a small winery in the Shenandoah Valley of California. I am keenly concerned that we be allowed to enjoy the market benefits we have earned for making quality wines labelled Shenandoah Valley.

I have visited the Shenandoah Valley of Virginia, and its beauty equals our own. There is no question, geographically speaking, it has prior rights to the name. I am pleased to live in its namesake. But Virginia has no established reputation for winemaking. Fiftyfour (by my count) California wineries have made and proudly publicized excellent wines made from Shenandoah Valley (California) grapes, including thirteen wineries within the valley (at least count but increasing yearly). It has a solid and growing recognition for quality among wine consumers. To deny the appelation would be an injustice to hardworking grape growers and winemakers who have dedicated their sweat and fortunes to making the area's wines world famous.

"Shenandoah Valley of California" is not a viable compromise. The Bureau's type size requirements would make labels hopelessly cumbersome, to the point of diverting the consumers notice. The small Virginia grape industry hasn't ever become a factor in the wine trade because Vinous Vinifera, the source grape of all premium wines, will not grow there.

Precedent, common sense, and established consumer identity all argue that we should be granted the appellation. Virginia people can proudly pour the wine for their guests and boast the California wine region was named after their own lovely valley.

Lawrence L. Cobb Karly Wines

Laurenes Loopl

192

New ^Market, Va. 22844 June 22, 1981

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms P.O. Box 335
Washington DC 20044

Dear Sir:

I write regarding a decision to be made by your Division about the exclusive use of "Shenandoah Valley" for the wine industry in Amador County, California.

l 20 not drink much wine. I have an affection for the Shenandoah Valley of Virginia, but am not a chauvinist about it. And I think I have a certain amount of common sense.

It is on this last point, that of common sense, that I believe the Regulations and Procedures Division should concentrate in making its decision.

The Shenandoah Valley of Virginia has been known as "Shenandoah Valley" for approximately 250 years — maybe longer: in any event for at least a century before California was a state of the Union. "Shenandoah Valley," like most place names, refers to a known area. It, like any place name, ought to be open for use by the public at large. It certainly ought not to be made exclusive to people 3000 miles away, if it must be made exclusive at all.

The federal Government ought to be able to devise rules that do not war with common sense. I would not deprive people in California of "Shenandoah Valley" on their wine if they wish to do that — it's probably a compliment to Virginia. But there must surely be a way of letting them do that without at the same time depriving present or future wine-makers in the Shenandoah Valley of saying, accurately, that their wine is "Shenandoah Valley wine."

Suppose, instead of asking for comments from people who have something at stake -- wine-makers in Amador County and inhabitants of the Shenandoah Valley (Virginia) -- you asked a few average people in Fexas, New Jersey, Chio, Oregon. Let them stand for the common sense 1'm talking about. I find it difficult to believe they would accept a conclusion that grants exclusive use of "Shenandoah Valley" to businesses in California.

Thomas Jefferson, who knew the Shenandosh area pretty well, once said that if you had a tough problem of common sense to solve, go to a plowman instead of a professor. It seems to me you may be going to professors. Jefferson, in addition, thought that ideas ought to be as free as possible, that monopolies were bad for the people. And Jefferson also knew a thing or two about wine. (See <u>Jefferson and Wine</u> by h. de Treville Lawrence, Sr., published by the Vinifera Wine Growers Association, The Plains, Virginia, 1976.) How about following Jefferson on these matters: I think your answer would be right.

Sincerely yours, Che, G. Muller Charles A. Miller

115 E476

Harrisonburg, Virginia 22801

June 20, 1981

Chief, Requestions and Procedures Division Bureau & accord, Tobacco and Firearus P.O. Box 385 Washington, D.C. 20044

Dear Sir,

My husband and d'are in complete ce queement with the Virginia winemakers in their protest against establishing Shonan-dock Valley in amador, California as a viticultural area.

There is oney one true Shewardoale Valley and it is in Vivginia. It is known world wide. We have travelled a good bit, and every where people Denon of our Shewardoah Valley and marvel at the unsurpassed beauty of it. Why should california be allowed to take advantage of our history and heritage?

Most suncerely,

Worke and Suchenefee

Michael E. Bowles
Montdomaine Cellars, Inc. (BW~VA-32)
R+ 6 Box 168A
Charlottesuille, VA. 22901

6/10/81

Shenandoah Valley (CALIF) would be very misleading to the Public.

Iam opposed to this petition.

I believe it will violate the FAA ACT.

Taken on Phone by Ference - Mr. Bowles will grobably sollow-up with a Written comment.

Efference

(Put ON Mailing list)



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June 22, 1981

Chief, Regulations & Procedures Divisions, Bureau of Alcohol, Tobacco & Firearms P. O. Box 385 Washington, D. C. 20044 H. E. SHOMO
R. W. DRECHSLER, CLU
T. HARRIS SHOMO, JR.
W. PRICE LINEWEAVER
JOE B. MORTON, JR., CPCU
H. DANIEL O'DONNELL II
MICHAEL A. CONWAY
MALCOLM T. RUNYON III
MICHAEL E. FIORE, CPCU
SHIRLEY S. HOLSINGER

Gentlemen:

I understand that a group of grape growers in Amador County, California wish to establish a viticultural area to be known and recognized by you as Shenandoah Valley.

The purpose of this communication is to request that you not give this petition favorable consideration.

There is, as you know, in the Shenandoah Valley of Virginia a small amount of wine producing grape growers. It would appear that it would do considerable harm to these growers in the true Shenandoah Valley if some other area were able to use its name.

Sincerely yours

Morton, Jr., CPCU

JBMjr/w



Reply to: The Mosswood Wine Company One Post Street San Francisco, CA 94104 415 983 7637 Telex: ITT 470333

Head Office: 75 Rockefeller Plaza New York, NY 10019

196

June 19, 1981



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

Sir:

The claim of the winegrowers of the Shenandoah Valley in Amador County for a defined viticultural area has recently been challenged by residents of the Shenandoah Valley in the state of Virginia.

Obviously, this could become an emotional issue, since we all take pride in the name of the district where we live. Nevertheless, growers of the Shenandoah Valley in California have spent many years developing and promoting their wines.

The unique quality of Shenandoah Valley wines, recognized since they first appeared after the 1968 vintage, springs from the climatic and geological conditions there. Scores of wineries, not only those actually situated in the valley, take pains to indicate the origin of their Zinfandel grapes when grown on Shenandoah Valley land: it adds to the prestige and acceptability of the wine because of wide consumer recognition. The Zinfandels of Shenandoah Valley, in particular, are not only accepted as the best of their kind in the state of California, of a quality which has completely changed consumer perception of this grape and of wines made from it, but have a style unique to the Shenandoah Valley, the greatest possible justification for a defined viticultural area.

Shenandoah Valley growers have used the name of their region appropriately. It defines the growing area and is the name by which this valley has been known ever since it was settled in 1850. If rights to American place names were always to be the undisputed right of those communities first settled, there would be few Western cities and towns that would be free from such pre-empted claims. There are two Shenandoah Valleys, one of which, though settled later, has clearly established its prior right to the name as a viticultural area.

Yours sincerely,

Gerald Asher President



Shenandoah County Tax Payers Association Strasburg, VA

June 18, 1981

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

ATTN: Notice No. 371

Dear Sir:

We are totally opposed to the petition for the Amador County (California) Wine Growers Association to have an area in that state designated the Shenandoah Valley Viticultural Area.

The name historically comes from this area of Virginia where there is also a wine industry. Additionally, it would definitely cause huge public confusion both nationally and internationally not only with wine origin, but in other sectors such as tourism/commerce.

We look forward to hearing from you regarding this matter.

Sincerely yours,

SIGNATURE	NAME PRINTED	MAILING ADDRESS
1. Dennion, Abroad	BENNIS M. ATLOWN	MANRER FOUND VA 22644
2 H. H. Herrie	may H. E. HEISHMAN	Toms BROOK, VA
3 Joyce B Smart	Joyce B. Smant	Woodstock, Va 2266f
4 Latha Fravel	Letha Fragel	Woodstock, Vass664
5 Nober No b reigh	L ROBERT W.CREIGHTON	WOODSTOCK V722664
4 Catherine M. Snorte	catherine M. Monte	meddletown, Va . 2 2 645
7 Frank a Marte	FRANK A. Monte	myddleton, 1/4. 20 645
8 Churles Polh	<i>J</i> -	Lome Brook Va 2260

	SIGNATURE	NAME PRINTED	MAILING ADDRESS
	9 Thirtel Pach	VIRCIL POLK	STRASBURG Ve
	10 Paufolachenou		Maurentourne
	11 Charles 94 Haggard	Charles H. Haggard	Edinburg VA
	12 Ruth Sonner		Strasburg Va,
. /	3 Rety Whitenston	Botty Whittincton	Shartung, 19 22657
/	Julian a Vonder	SutiAN A Haramorg	STRASBURGENA 22657
-	15 Mary Simmon	MARY SIMMONS	STRASBURG, VA
16	Main J. Jehnson	MARVIN L. JOHNSON	"STRASHURG, VA. 22657
/ 4	7 Juan Ingram	Jean Ingram	Steashing, Ja.
	18 planston Will	ine Doug Williams	3 Stending, Va
	19 Emma William	Emma W. Iliams	Strashing, Va.
	20 Jessie Willia	LA JESSIE WILLIAMS	Strashing The.
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California shout net

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le allowed to use the manu

Phenandead Valley for trees

Wenes Sincerely

Mary Le Lungt

(rozet, be-

June 23.1981

Chief of Keyulations And Procedures Division BATT. P.O. Box 385

Washington D.C. 20044

I would like to submit my protest, to your committee, to the California Wine Makers - using the name Shenaudoah

Viney ands on their products.

Shenandowh Valley of Virginia is a beautiful and well known place - and since it is larger and more well known - the Wine umpkers here should be able to use the

name of our valley.

Thank You.

Mrs Betty R. Keller

Mrs Belly R. Keller

Woodstock UA. 22664



Plymouth Amador California 95669

20 June 1981

Chief:
Regulations and Proceedures Division
Burtau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D. C. 20044

Dear Sir:

The D'Agostini Winery was established in 1856, and is one of the oldest winery in California and has been designated as California State Historical Landmark No. 762.

The winery is located in Shenandoah Valley of Amador County and has been in the same location since 1856, and in the D'Agostini family since 1911.

For many years we have been producing wines only from our own vineyards and therefore have been using Estate Bottled on our wine labels.

We highly urge your department to approve the application of the Amador County Wine Growers Association for the proposed American Viticulture Appelation (Shenandoah Valley) so that we may continue to use Estate Bottled on our wine labels.

We are members of the Amador County Grape Growers Association.

Sincerely:

D'AGOSTINI WINERY (Pertarer)

Chicago, Illinois 60613 June 24, 1981

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

Dear Sir:

Re: Shenandoah Valley Viticultural Area

The labeling problem posed for you by the fact that there are seemingly two Shenandoah Valleys in the U. S., a world-famous one in Virginia and an obscure one, whose very name is open to question, in California, is not one unique to this country. In France, when there are two vineyards in different places, for example, but each having the same name, a logical labeling solution has been followed: so as not to create consumer confusion, along with the name of the vineyard the place where the vineyard happens to be located is prominently indicated, sometimes even by hyphenating the place name to the name of the vineyard itself. Thus, while there are two Châteaux Latour in Bordeaux, wines from the famous one go to market as Château Latour, Appellation Pauillac Contrôlée, those from the less-well-known one as Château Latour-Pomerol, Appellation Pomerol Contrôlée. Following this logic it seems that the best practical solution to the Shenandoah Valley problem is to let the Californians retain the expropriated name, provided that either the expression "of California" or "(California)" follow the words Shenandoah Valley in the appellation. In like manner, when the Virginians decide to apply for an appellation the Virginia Shenandoah Valley can be identified, so as not to confuse consumers, by the expression "of Virginia" or "(Virginia)" after the Shenandoah Valley designation.

The argument has been made to you, I believe, that since the labeling requirements for estate bottling include the winery name and location there will be no confusion regarding the origin of the grapes even if "of California" or "of Virginia" were omitted from the appellation. This itself is debatable, but surely, since all the wines that may be, now or eventually, entitled to the Shenandoah Valley appellations are not, or will not be, necessarily estate bottled wines, the argument fails by its own disingenuousness. It is true that the appellation "Shenandoah Valley of California" is a long one, but if you allow it to be printed on labels as two lines rather than one there should be no graphics problem. The important thing is, at all costs, to prevent consumer confusion. This is true not only on the basis of general principles, but also on the basis that the consumer protection provisions of the F. A. A. Act absolutely require it.

Sincerely,

William H. Beauman





ALSON H. SMITH, JR.
P. O. BOX 3130
WINCHESTER, VIRGINIA 22601

SEVENTEENTH DISTRICT FREDERICK, CLARKE. FAUQUIER, WARREN AND THE CITY OF WINCHESTER

COMMONWEALTH OF VIRGINIA HOUSE OF DELEGATES RICHMOND

COMMITTEE ASSIGNMENTS:
APPROPRIATIONS
CORPORATIONS, INSURANCE AND BANKING
CONSERVATION AND NATURAL RESOURCES
MINING AND MINERAL RESOURCES

June 24, 1981

Bureau of Alcohol, Tobacco and Fire Arms 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20226

To Whom It May Concern:

My wife and I would like to add our voices to the others favoring keeping Shenandoah Valley in Virginia rather than California, as a wine label.

Milton Abdott of Halifax County, Virginia in 1863, wrote his family that if he ever decided to leave Southside, the only place he would go was the Shenandoah Valley of Virginia.

Let us keep it here at home.

As ever

Alson H. Smith, Jr.

Margarette Smith

pdh

203

June 24, 1981

U.S. Dept. of Alcohol, Tobacco & Firearms P. O. Box 385 Washington, D. C. 20044

Gentlemen:

I do not see any doubt as to why some California winemakers should be allowed to palm off on the public a name with the tradition of our Virginia history. I strongly urge that the Shenandoah Valley name be reserved exclusively for the use of our local Virginia winemakers.

Sincerely,

(Mrs. J. Alden Faulkner)

Charlottesville VA 22901

KEEP the name of SHENANDOAH VALLEY for VIRGINIA;

June 23, 1981

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

Re: Shenandoah Valley viticultural area

Gentlemen:

We could understand your concerns or those of the Shenandoah Valley citizens in Virginia, if the name "Shenandoah Valley" had just recently been used for commercial purposes in this portion of California. The fact that its use is apparently over 130 years old, was probably a transplanted name from former Virginians anyway, and has already been used for nearly a decade in wine circles, makes us wonder why you are having such a difficult time making a decision on this application. As with patents, mining claims, and other such applications, the American way is "first come - first serve". Again, we are curiously awaiting this delayed decision.

Sincerely.

Gary Clark, Planning Director

Amador County, California

205

STEVENOT WINERY

SAN DOMINGO RANCH

P.O. BOX 548

MURPHYS, CALIFORNIA 95247

(209) 728-3793

June 25, 1981

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

Dear Sir:

As a wine consumer and a member of the wine industry, I support the request for a Shenandoah Valley Appellation.

If the request is denied, it may impose economic hardship on both the grape growers of the Valley and the wineries which use Shenandoah Valley fruit. At present there is state-wide and nation-wide recognition of Shenandoah Valley wines - Zinfandels in particular. If wines cannot be labeled with Shenandoah Valley, broader Amador County appellation must be used. The use of a broader appellation generally results in a lower bottle price for wine than if the appellation is specific. Wineries cannot afford to pay top dollar for grapes which will not command a correspondingly high wine price. Growers are unable to produce high quality grapes if their returns do not reflect their efforts. The above "vicious circle" will tend to bring a general lowering of grape and wine quality which is unhealthy for the wine industry.

Looking at a few statistics comparing Shenandoah Valley of Virgina with Shenandoah of California is illuminating. In California, vinifera acreage is currently about 1200; while in Virginia there are less than 100 acres, mostly French hybrids. There are ten California wineries located in the Shenandoah Valley and another fifty California wineries produce wine from grapes grown there; just two wineries are located in Virginia's Shenandoah Valley and of those only one is in production.

Turning to the issue of consumer confusion, it seems that the use of the cumbersome Shenandoah Valley of California appellation is unnecessary. On every wine label appears a bottler's statement containing the winery name and <u>location</u>, so there would be no confusion regarding the origin of the grapes.

It seems the issue here is not the historical origin of the name and hence the right to its use but rather it is an issue of viticultural reputation and unique growing characteristics both of which the California Shenandoah Valley can claim.

Sincerely,

Barden E. Stevenot

BS/ab







TOWN & COUNTRY: HOMES, ACREAGE FARMS AND ESTATES

James R. HahnOffice (804) 973-3459
Home (804) 973-7706

June 24, 1981

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

Dear Sir:

This letter is regarding the name "Shenandoah Valley" being used by a California winery to represent one of their products.

I am very much opposed to this name being authorized for use by the California winery for the following reasons:

- 1. The Central Virginia region also has a developing wine industry which may in the future grow into a major competitive market for the California vineyards. It is unfair to future Virginia winegrowers that a name representing this region would already be monopolized by a California winery.
- 2. The name "Shenandoah" represents the history, traditions, and people of this region and we resent that this name would be exploited by a commercial interest that can have no association whatsoever with the native characteristics of the Shenandoah Valley in Virginia.

I strongly urge that the application for the "Shenandoah Valley" name be denied the California winery.

Sincerely,

James R. Hahn

Middletown, Va.

22645

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

Dear Sir.

We own and operate the Whithaven Vineyard. We are the first commercial producer of wine grapes in the Shenandoah Valley. Our grapes are sold to the Shenandoah Winery whose product is bottled and sold with a Shenandoah label.

We were appalled upon learning that a California Wine Growers Association had petitioned a bureau fo the Federal Government to designate an area of that state as the Shenandoah Valley Viticulture area.

The Shenandoah Valley, comprising a large, fertile area of 2.4 million acres, is the most beautiful area in the United States and its wine industry, just starting to blossom, will soon receive as much fame as the long established California wine industry.

We respectfully urge your agency to deny the petition of the Amador County Wine Growers Association and designate a Shenandoah Valley Viticulture area for the State of Virginia.

Sincerely Toyd R. Whitham

Buth B. Whitham

Ruth B. Whitham

Whithaven Vineyard

NOEL S. ENGEL CALIFORNIA WINE CONSULTANT

343 208

1545 Jackson Avenue #315

Oakland, CA. 94612

(415) 835-1666 June 24th 1981

Dear Sir;

This letter directs itself to the viticulture application for the use of the name Shenandoah on wine latele for wine coming from that region in Elmador county,

Ealifornia.

His my understanding that puch applications must betaken on their merit ie is this region Known for its distinctness as a viticulusal area? Ges, there may be another negion by the same name, however, there are many other negime which have the same or Similar names are regione approved for label

designation. I think one polition where this issue assires, is to selow the designation is Shenavdook Valley " with amador County in small cape under the area so designated. But if there is done, all areas using a conflicting designation must so label with the

County under it.

Amcerely) Muel of bel



Harrisonburg, VA 22801 June 23, 1981

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

ATTENTION: Notice #371

Dear Sir or Madam:

I am very much opposed to a wine company in California using the name Shenandoah Valley in promotion of their wine. We already have our own wine company in the Shenandoah Valley operating under the name of Shenandoah Vineyards. There would be too much confusion between the two companies.

I have visited Shenandoah Vineyards several times and am pleased that it is a part of the Shenandoah Valley. It is a young company that has potential for growth. Any name change on the part of the California wine company could hinder that growth. We need companies such as Shenandoah Vineyards in the Shenandoah Valley.

I am in favor of keeping Shenandoah Valley in the Shenandoah Valley. Please consider the geographic locations of the two wine companies and deny the name request in California.

Sincerely,

(Mrs.) Paula D. See

pds cc ROY L. THOMAS, D.D.S.

26535 CARMEL RANCHO BOULEVARD • CARMEL, CALIFORNIA 93921 • TELEPHONE (408) 625-2255



June 24, 1981

3448

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

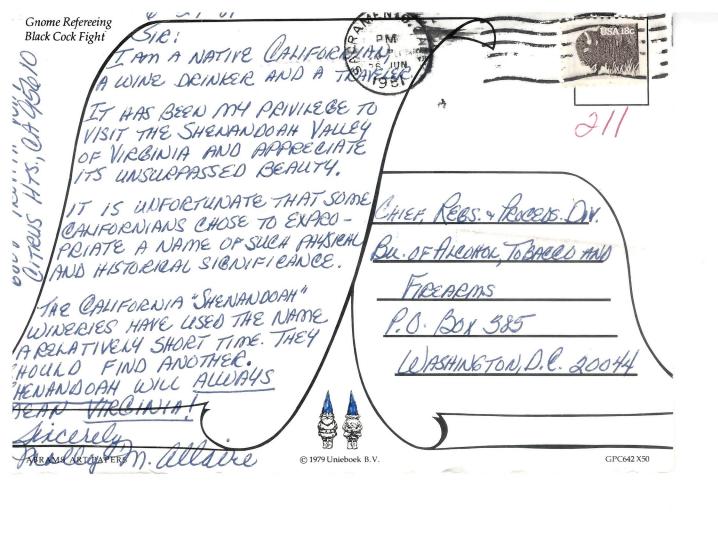
Dear Sir:

This is a note in support of Shenandoah Valley Viticultural area. It is a historic gold rush and viticultural area. The use of Shenandoah Valley on the label would help identify to the consumer the origin and, if she or he is familiar with the area, some idea of the taste of the wine.

Sincerely,

Roy Thomas Monterey Peninsula Winery

RLT/jc







GREATER ALLEGHANY HIGHLANDS CHAMBER OF COMMERCE

Executive Office 241 W. Main Street Covington, Virginia 24426 Serving
Alleghany County — Clifton Forge — Covington
Virginia
(703) 962—2178

Clifton Forge Office 403 E. Ridgeway Street Clifton Forge, Virginia 24422

June 25, 1981

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

Gentlemen:

We understand that the Amador County Wine Growers Association of California has requested the Federal Bureau of Alcohol, Tobacco, and Firearms to name a site in California as the "Shenandoah Valley Viticultural Area." We hope that this request will be denied.

Shenandoah - meaning "daughter of the stars" - in Virginia, is not only historical, but excells in beauty. The Shenandoah Valley is famous for its National Park, natural chimneys, world famous picturesque caverns and joins the Skyline Drive.

We understand too, that the wine industry in the Virginia Shenandoah Valley has become a reality, and to have another namesake in California, or elsewhere, would certainly be hazardous, confusing and most of all, inappropriate. Why?? because the Shenandoah Valley of Virginia has been famous since the late 1700's and no one should be permitted to come in at this late date to lessen the importance of a name well established throughout the nation.

We urge you to please deny the petition of the Amador County Wine Growers Association of California to designate an area in that State as the Shenandoah Valley Viticultural Area.

Sincerely,

Lily M. Albert

Executive Secretary

Tily M. Gele

LMA/s

Cc: Governor John Dalton
Senators Harry F. Byrd, Jr. & John Warner
Congressman Caldwell Butler
Congressman J. Kenneth Robinson
SVTA



June 26, 1981

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
Post Office Box 385
Washington, District of Columbia 20044

Re: Notice 371

Dear Sir:

In a recent mailing by the Shenandoah Valley Travel Association, this office was advised of the intention of certain California wine growers, specifically the Amador County Wine Growers Association, to petition your office to designate that area of California as the Shenandoah Valley Viticultural Area. We feel that this is in direct conflict with our own Shenandoah Valley region and that the usage of the Virginia name on a California region is misleading and in poor taste. Please do not grant the petition for this reason.

Trusting that you understand the historical value of leaving the name a Virginian possession, I remain

Very truly yours,

Donna G. Boyce

Manager

cc: Shenandoah Valley Travel Association

Post Office Box 488

New Market, Virginia 22844



P.O. BOX 25, GEYSERVILLE, CALIFORNIA 95441 (707) 433-6585

June 24, 1981

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

Dear Sir:

As one of the wineries which has used grapes from the Shenandoah Valley, we wish to comment on the proposal to have the term "Shenandoah Valley" allowed as a distinct viticultural area of California with no further descriptive addition as to the area involved. Other parts of the labels as applied by the bottling wineries will fully inform purchasers of its California origin.

There should be no conflict with any other area in the United States which feels that the term "Shenandoah Valley" belongs to it. The Virginia area which uses this term is noted for other things than grapes. Their small wine acreage and production cannot allow them to have an umbrella over the name, whereas the California County is actively growing grapes and making wine in this viticultural area and planting more grapes is inevitable there.

We ask that the "Shenandoah Valley" viticultural area be granted to the area in California eligible for it. The consumer will be better served by this designation.

Sincerely,

Wayne R. Downey

President

WRD: dvg

Charlettervelle, Va. June 25, 1981 Bureau y alcohol & Firearmo P.O.B. 4385 Washington, D. C. 200 44 Gestlemen: I am writing to protest the proposeduse of the name Thenandoal by The California here growers. The historic Virginia name

Elizabeth O. Haugh (MRS. C.R.)



23 June 1981



Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20047

Re: Viticultural appellation for Shenandoah Valley, California.

I am writing in support of the proposed Viticultural appellation for Shenandoah Valley in Amador Co., California.

The application should be approved in order that consumers may continue to purchase wines identified with the nationally recognized "Shenandoah Valley" identification, and so wineries can accurately describe the origin of their grapes on labels.

Sincerely,

Andrew K. Quady

President, Quady Winery Inc.

AKQ: sm



Chicago, Illinois 60610 June 23, 1981

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

Dear Sir: Re: Shenandoah Valley Viticultural Area

The Shenandoah is a river flowing 55 miles northeast from northern Virginia to the Potomac at Harper's Ferry in West Virginia and draining an area known as the Shenandoah Valley. The Shenandoah National Park, named after the river, is a scenic place occupying many square miles of Virginia and including within it some of the Blue Ridge Mountains.

It is my understanding that some unscrupulous businessmen in a little-known place in California, whose gold-grubbing predecessors there 130 years ago expropriated the name Shenandoah Valley and applied it to their hilly surroundings, are now claiming exclusive right to the name and are thereby trying to prevent the winegrowers in the real Shenandoah Valley from having title to their own place name on wine labels.

This is ridiculous!

There is not a single river in all of California officially called the Shenandoah, nor even a ZIP code for any supposed town of that name in the state.

These Johnnys-come-lately, and their unthinking supporters, should be sent packing!

Cordially,

anthony Burrell
Anthony Gurrell

Jeme 28, 1981 Mirjinia Burdick Pinner, CA 95-666 I am writing about the name Shenandoah Halley for Palyarma wines. Most places in Pabfornia have heen named for a fandly servembered home as country. These allow this wine growing area of Cabfornia the cuse of this distinctine name. Cabfornia tor las lonely. natine dogwoods! Sincery, Herginia Burdick

Dear Sirs,





July 3, 1981

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

Dear Sir:

As a wine consumer (and enjoyer), I urge you to allow the label on "Shenandoah Valley" wines to remain as is, to signify California-grown grapes. I'm sure consumers out of the California area would be very confused as to which brand was the "good" wine if a designation is not made - and the California Shenandoah Valley is certainly well-known for its "good" grapes and wines. Since the Virginia-grown grapes do not approach the number or quality of the California grapes, I feel that "Shenandoah Valley" should represent California-grown grapes only.

Of course, both valleys will be called "Shenandoah" but one only will be known for its grapes and the other for its historic importance.

Sincerely,

Mrs. Mariann Burgess

Volcano, CA 95690



Chief

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

Dear Sir:

June 30, 1981

I feel that you must be made aware of a serious situation that requires your assistance.

This last week-end while traveling in the foothils, 40 miles east of Sacremento California; I was looking for the Shenandoah Valley Wines, I discovered a situation that is quite disturbing.

That due to complaints against the Shenandoah Valley appellation, your division might consider rulling against their request.

I am sure by now you have correspondance from both the Virginia and the California representives, as to their reasons.

I feel that there are numerous reasons why you should grant the California appellation, but to suggest several important reasons why I feel that it is important.

The Zinfandel grape has historically been grown there since 1853 under Shenandeah names and today has National recognition.

The cost of changing of labels would be prohibitive to the California Organizations. The Virginia Shenandoah Valley is recognized for its great historical contribution, where-as the California Shenandoah Valley is historical recognized for its viticulture.

I want to protest against and legislation to erase the name Shenandoah Valley from either the Virginian or the Californian. I do belive that this matter needs your close attention without causing confusion for the public or hardship for the wine industry.

Robert Frost

San Jose, CA. 95125

(221)



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

July 1,1981

Dear Sir;

I am writing to you in support of the Amador County Grape Growers Associations application for the American Viticultural Appellation, "Shenandoah Valley".

The unique Zinfandels of from the Shenandoah Valley of California which achieved national attention in the early 1970's have been known to a small group of wine enthusiasts for several decades. The Shenandoah Valley in Amador County of California is a distinct viticultural area of that county and it must be distinguished as such from the rest of the county. To do otherwise would certainly be in violation of the spirit of the new regulations that you have recently adopted.

The Shenandoah Valley of Virginia is virtually unknown as a viticultural region. The viticultural industry in that area is historically and currently insignificant to the wine industry of the United States. Due to climatic limitations this area will always be unsuited to the development of a significant vineyard industry.

I hope that you recognize that in in your consideration of American Viticultural Appellations the issue is not the <u>historical right</u> to use the Shenandoah name, but rather, which area has established a <u>national viticultural reputation</u> based on <u>unique growing conditions</u> for the grape.

One of the finest Zinfandels that I have tasted was the 1973 Montevina Shenandoah Valley bottling. Since that time it has become a tradition to put away a case or two of each vintage. I think you were absolutely correct when you approved the labeling for the 1973 and subsequent vintages and I can see no reason why you should change things now.

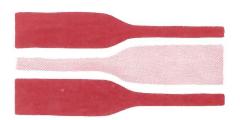
Sincerely

Thomas A. Ferrell

For the record:

T.A. Ferrell

St. Helena, Ca. 94574



The New York State Wine Institute, Inc.

June 29, 1981

Chief Regulations and Procedures Division BATF PO Box 385 Washington, DC 20044

Dear Chief!

Re: Shenandoah Valley - Application

The California Wine industry has historically tried to destroy and eliminate any competition from other states and areas for years...

By intimidation, lying, taxation, fighting consumer legislation, confusing the consumer, government and potential advesaries - through legislation only beneficial to them.

Even though non-California grape growers and wineries and families might be destroyed in the process.

No one in the Eastern Wine and Grape area has ever benefited from a shark state like California -

They are the master put down snake pit of insecure fantasy holders...and enjoy attacking small outside California areas and people because of base Greed and lust for power.....

For example their cheap tank car wines and concentrates....that have depressed consumers and the price for grapes and wine in New York State.

For example implying that French Hybrid grapes are inferior to the vinifera grape - which is a blatent exercise of stupid and dumb public relations and sales extensiors, who have mindless knowledge of grapes.....

"Shenandoah Valley of Virginia"

"Shenandoah Valley of California" sounds good to me - and would not be confusing to the public...the small wineries and growers of the famed "Shenandoah Valley of Virginia" should have their chance to label their wines also without gross legal and gorilla intimidation....by the nit-wits of the California wine industry - Doesn't the California Wine Industry have something better to do than grovel around like a spoiled child searching for scraps of perverse hostility.

They would have a happier life if they raised goats instead of grapes...they should stop taking themselves so seriously, for they are shouting to the world, that they are the ultimate wine snobs.

Sincerely,

NEW YORK STATE WINE INSTITUTE, INC.

Walter S. Taylor

President

cc: Wines & Vines California Newsletter

CHISHOLM & CHASTAIN

39 SUMMIT STREET

JACKSON, CALIFORNIA 95642

TELEPHONE (209) 223-0862

MICHAEL H. CHISHOLM ROGER V. CHASTAIN

COUNSEL GARD CHISHOLM

June 30, 1981

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

Re: Shenandoah Valley Appellation; Amador County

To whom it may concern:

I am a life time resident of Amador County and familiar with our local history.

The area of our County that is known as the Shenandoah Valley has for many years been a producer of quality grapes and with the growth of the California wine industry, has become well known for the fine varietal grapes it produces.

Total, there are some ten wineries, family owned, in the valley area. I am advised that present and proposed vineyards will result in a vitaculture area that may surpass ten thousand acres.

I have had the good fortune to travel to the east, as well as throughout many of the western states of the country, and enjoying wine myself, have been pleased to find wines in many states and the District of Columbia that are made from Shenandoah Valley Grapes.

Just last October, I was in Washington, D.C., as a tourist, and stayed at your L'Enfant Plaza Hotel. At that hotel's restaurant there is available on the wine list, a Sutter Homes Zinfandell, which carried the designation of Shenandoah Valley Grapes.

In light of the fact that this area of California has been named the Shenandoah Valley since the early 1850's, and further since wine grapes produced in this area are sought by major established wineries, as well as used to produce fine "local" wines that are being marketed nationally, it seems obvious that this area should be afforded the right to use the Shenandoah Valley name.

Chief Regulations and Procedures Division Page 2 June 30, 1981

Your consideration of this letter in support of the granting of the Appellation "Shenandoah Valley" as requested in the application of Amador County Wine Grape Growers Association, would be greatly appreciated.

Yours very truly,

MICHAEL H. CHISHOLM

MHC: dn

cc: Honorable Norman Shumway Honorable Allan Cranston

June 26, 1981

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

Dear Sir:

I am a wine buff of some 25 years. I have no personal or business connection with the wine industry or with grape growing. Over the years I have developed some "feeling" for the significance to the consumer of the concept of grape growing regions and appellations. I would like to urge that you accept the Shenandoah Valley Appellation as applicable only to the Shenandoah Valley of Amador County, California. Although there are many interests involved, those of the consumer may be subordinated to those with strong regional ties or visions of economic success. The papagraphs below discuss the basis of my strong recommendations.

Some seven or so years ago, as a resident of Houston, Texas, I began to read of robust, unique wines made from grapes of Shenandoah Valley. Where is Shenandoah Valley? Certainly not the Shenandoah Valley of Virginia. But the wine was made in Santa Clara or Napa County, California. Certainly it can't be that beautiful valley in northwestern Amador County where ordinary wine I had sampled in 1956 had been made for many years. If it is that valley the grapes must be very good to have coastal vintners truck them some 100 miles across the hot central valley of California. Of course, it turned out to be true. It was the valley of Amador County and the grapes were very good and the valley of Amador County and the grapes were very good and the wine excellent. An old viticultural area of California was emerging as new to the public eye - Shenandoah Valley. And I was a resident of Houston with little chance to investigate!

I believe the above relation of my personal experience illustrates the value of the name - now under consideration for an appellation - to the serious wine consumer. It also illustrates how unlikely it is that confusion will persist in the public eye with the Shenandoah Valley of Virginia. As a wine consumer, I was exceedingly pleased that an old viticultural area could emerge as new and not the slightest disturbed that the location name was derived from another part of the United States. In fact, one could probably document a good case for the concept the Amador County's Shenandoah Valley got its name becuase of a love for the Shenandoah Valley of Virginia. The case for "pirating" a name did not exist.

When new wineries emerged why does the case change? We are well aware of duplicate naming in the history of the United States but I cannot think of a case where duplicate functions or products cause important consumer confusion. This, of course, applies to established nomenclature not the introduction of new names designed to enhance competitive positions. The case for the Shenandoah Valley appellation most certainly does not fall in the category of "pirating" names or "introduction of new names to gain a competitive position". The name has been used for years and deserves to be used by wineries falling within the geographical definition.

I can assure you that serious consumers will not be confused and I doubt that casual consumers will either. In fact, if the redundant addition "of California" is made, it will undoubtedly be ignored by consumers. In fact, I suspect that there are (or at least will be) other duplication of names, since our country is replete with such duplications. Will it be required that all applicants for an appellation prove that their name is unique? This would seem a plan without merit since a duplication of product-or product quality-is not likely.

Respectfully yours,

W. M. Sawyer

Sutter Creek, CA 95685

/mb

225



July 1, 1981

Mr. Thomas George, Chief Regulations & Procedures Division Bureau of Alcohol, Tobacco and Firearms P.O. Box 385 Washington, D. C. 20044

Dear Mr. George:

The Virginia Travel Council, 1300 travel businesses in the Commonwealth protest strongly any action to provide permission for California Vintners to label wines as Shenandoah Valley wines.

Since 1948 the private sector organizations in the Shenandoah Valley and adjacent communities have been advertising and promoting the Shenandoah Valley of Virginia as a place to vacation, recreate or schedule conferences and meetings. Literally millions of dollars have been spent by small businesses in the area from Harper's Ferry, West Virginia to Roanoke, Virginia to establish an image for this strinkingly beautiful area of the South.

The hundreds of Virginia Travel Council members in the Shenandoah Valley are appalled at the thought that a small gulley thousands of miles away now would like to take advantage of the effort put forth for years by these members to establish Shenandoah Valley as a household word in the minds of millions of potential visitors.

Wine production in Virginia is growing at an astounding rate. Those producers in Virginia's Shenandoah Valley should be allowed to label their wines without fear of confusion and misunderstanding which would surely result if this request is granted.

We note the possibility of a public hearing on this matter and are herewith requesting time before the appropriate body should those hearings materialize.

Robert P. Nelson

President

Santino Winery

Rt 2, 21A Steiner Rd. Plymouth, Ca. 95669 245-3555



Chief
Regulations and Procedures Division
Bureau & Alcohol, Tobacco and Tirearms.
P.O. Box 385
Washington, D.C. 20044.

Lear Sin.

as a wine maker in the Shenandoah Valley of Amador County, California and also a person that has grown up here I am expremly proved of this area and its name Then andook Valley. It is true that my home was named by Sold Rush (184920) from Virginia and that the Shenandoel Valley in Verginia existed before the Shenandoah Valley in California. When we talk at about the wine industry Though, the Shenandoah Valley in California was the first to produce wine commercially and is by for the now and always has been as more viable viticultural region than the Shenandoah Valley of Virginia.



Plymouth, CA 95669 June 30, 1981

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

Dear Sir,

I am writing to urge you to approve our Amador County Wine Grape Growers Association petition for the American Viticultural area designation "Shenandoah Valley".

This fine wine grape producing area has been so named since the gold rush days and is not (as the Virginia Congressman suggests) a "John-come-lately". Wine grapes have been continuously growen here for over 120 years and the name "Shenandoah" was not just pulled out of a hat. In fact, Virginian settlers named this California area (as apposed the Virginia Congressman's suggestion that we are trying to "swipe" the name).

The press has had great fun with the "battle of the Shenandoahs". It is time to put that aside and consider the real issue: Should this California wine grape producing area which receives some of the highest prices in the state for Zinfandel grapes and has a national reputation for the wines made from its produce be allowed to continue the use the identification "Shenandoah Valley"?

I work very hard to produce these premium wine grapes. My neighboring wineries work hard to make suberb wines. Some of these wineries will suffer economic losses if they are denied the right to estate bottle their wines. The BATF has approved labels for many California wineries that state in bold print "Shenandoah Valley Zinfandel" and the consumer has grown to enjoy and seek these wines identified as such.

From what I gather, the Virginia area does not currently enjoy the same national reputation for their wines. Therefore, I urge you to grant the appellation "Shenandoah Valley" to our grape growing region.

Sincerely yours,

John Downing,

Lake View Vineyards



Rio Vista, California 94571 July 1, 1981

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

Dear Sir:

As a long-time consumer of wines made from Shenandoah Valley grapes, I am writing to recommend that the Bureau of Alcohol, Tobacco and Firearms grant the appelation "Shenandoah Valley" as requested in the winegrape grower's application.

The Shenandoah Valley, located 40 miles East of Sacramento in Amador County, was settled in 1850 and named for the settler's home in Virginia and have had continuous wine grape production since 1853.

Through the years, the wineries of this area have developed a unique, delicious white wine from Zinfandel grapes grown in the Shenandoah Valley. The unique Zinfandels from the Shenandoah Valley of Amador County have a national reputation going back to the early 1970's and I feel that we should all be able to identify this wine as we have in the past.

I am aware that Shenandoah Valley grape crops net nearly two million dollars a year; wholesale value of wine is approximately thirteen million; and retail value of wine exceeds nineteen million. Since it is such a large business, it would cause an undue hardship on wineries to redesign and readvertise their product that has so long been established.

While there are approximately 50 wineries in Shendandoah Valley in Amador County, there are only two such in Virginia. There are 10,000+ acres in the proposed viticulture area in Amador County and less than 100 acres in Virginia, and Virginia has no national viticultural reputation.

I trust the final decision will be made to grant the American Viticultural Appelation to Shenandoah Valley in Amador County as their application requests as, in view of the facts, they are worthy.

Yours very truly,

Norris Ralph Pezzaglia

Man Rath Peggeglis

NRP:1s

cc: Governor Brown President Reagan Amador Foothill Winery Rt. 2, Box 22C Plymouth, CA 95669 July 2, 1981

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

Dear Sir:

I write to request that the appellation "Shenandoah Valley" be granted solely to the Shenandoah Valley of Amador County. Please consider the dilemma that BATF has created.

BATF has approved labels indicating grapes grown in the Shenandoah Valley (of Amador County) over the last several years. BATF has required that there be approved appellations in order that wineries may indicate estate bottling. BATF requires that approved appellations represent well-defined viticultural areas. Shenandoah Valley of Amador County is a distinct, well-defined viticultural area that has as its primary industry the growing of grapes. It contains ten family wineries, all of which have vineyards and wish to estate bottle. It contains vineyards that do about \$1,900,000 of business per year, selling to over 50 wineries throughout California, many of which indicate "Shenandoah Valley" on their label. The Shenandoah Valley of Amador County, which was founded in 1853, has been growing superb vinifera grapes for over 120 years, and with the rise of wine drinking in the United States, now has a national reputation. Our label design, our marketing and our reputation are symbolized by our name.

Now we are threatened with the distinct possibility of being forced to give up the use of the name of our viticultural area — in essence, to become anonymous, for what other name do we have? As small wineries and family vineyards, we are faced with the possibility of enormous economic loss.

As a displaced easterner who has become a California wine maker, I realize that Virginians are likely to think it wrong and even barbaric that a valley in California be named Shenandoah Valley. No doubt there were also aristocratic English people whose sensibilities were offended when they learned that Virginians had the audacity to call their rude settlements by such names as Norfolk. But in both cases, it was homesick settlers who did the naming, not foreigners who coveted the names of another area. The name Shenandoah Valley belongs to our valley in Amador County just as much as the name Norfolk belongs to a city in Virginia. (And, I should add, there are at least four Shenandoah Valleys in the United States.) The issue is not who owns the name and has a right to use it. Each of the Shenandoah Valleys have the right to use their name. The issue is which area has an established viticultural reputation, based on years of production of outstanding wine grapes, symbolized by the name Shenandoah Valley. While the name belongs to both valleys, the viticultural tradition and reputation belongs to the Shenandoah Valley of California.

I request that you not deny us the right to use our name.

Sincerely yours

Joan E. Zeitman Co-Proprietor

730 4367

July 1, 1981

Puar Sir:

Concurring the BATF and the California wine confusion of believe the only partlem rests in consumus being mislead that "Shenandoah Valley" wine is being produced in our public high school siptim.

yours truly,

Tim J. Twardzik 1977 graduate of Shirandoak Valley H.S. Leewind Winery (5) 2511 Victoria Auc Churnel Is. Harber Oxnund CA 93030

June 30, 1981

4389

Dem Sir:

We are among the over 50 California winteries using the Shenandoah Valley in Amador Country for making wine. This area has an established a nationally known reputation for growing distinguished grupes --- especially Zinfundel.

Our belief is that given the facts of the overwhelming prominance of the Shenandock Valley, the Vast vinuyord tonneye, and potential for additional plantingonly the Shenandock Valley should be seriously considered for an appellation. This appellation should <u>Not</u> be required to be called "Shenandock Valley of California" but just Shenandock Valley".

Sincerely,
Churles A. Brigham, President
Charles J. Markow III

Churks F. Gurdner III, Vice Pravident

432)

Chief of Regulations and Proc. Division Bureau of Alcohol, Tobacco and Firearms P.O. 385
Washington D. C. 20044(Notice #371)

Com Backbega

Dear Sir:

I am writing to express my opposition to the California grapegrowers having the exclusive rights to the name "Shenandoah Valley". It seems that if there are two areas named the Shenandoah Valley, both should be able to use the name on their products.

This area has always been known as the Shenandoah Valley and an action that would not allow any producer in this area to use the name would be ridiculous.

If Virginia is now beginning a productive wine industry, why take any action that could hurt the economy of this area?

I do hope this issue will be resolved in a manner that will allow the \underline{true} Shenandoah Valley to use its own name.

Sincerely,

Ann B. Baukhages Luray, Va. 22835

033



MURPHY TRAVEL

(MURPHY INSURANCE AND TRAVEL, INC.)

P. O. BOX 100

DIAL (804)—977-8640

220 EAST MAIN STREET

DIAL (804)—295-4157

"ON THE MALL"

CHARLOTTESVILLE, VIRGINIA 22902



P.8.8)

29 June 1981

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

Gentlemen:

We would like to go on record as very much opposing the granting to an area of California the exclusive rights to the name "SHENANDOAH VALLEY" for use in marketing various products.

There should be no argument to the conclusion that the SHENANDOAH VALLEY of VIRGINIA has been known by that name at least a century before any such name was used in California, and that should cinch the matter right there.

It is very flattering to have California seek to copy Virginia, but the right to use the name SHENANDOAH VALLEY should be reserved exclusively for the use of VIRGINIANS, who have had reason to use it for the last three and one-half centuries.

Sincerely yours,

Theodore Murphy

President

(Mrs. Theodore Murphy)
Executive Vice President



MIKE CURB LIEUTENANT GOVERNOR



STATE CAPITOL SACRAMENTO, CA 95814 (916) 445-9533

State of California

Office of the Tientenant Governor

July 2, 1981

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

Dear Sir:

The California Commission on Agriculture, a body consisting of representatives from the executive and legislative branches of state government and agricultural producers throughout California, would like to express support for approval of the American Viticultural appellation "Shenandoah Valley" as applied for by the Amador County Wine Grape Grower's Association.

Wine grape growing in Shenandoah Valley is as old as the State of California. Shortly after the first gold miners arrived, Shenandoah Valley was settled and named. Shenandoah Valley became the "garden" of Amador County, providing fresh produce as well as wine grapes. Today, wine grapes are still produced from vines planted in 1853. Commercial wine grape growing has been flourishing for five generations in the Shenandoah Valley of Amador County.

Over 50 wineries throughout California use Shenandoah Valley grapes. Today, consumers associate rich, intense flavored Zinfandels with the Shenandoah Valley of Amador County. In fact, during the last decade the BATF has approved numerous labels with the wording "Shenandoah Valley" conspicuously displayed. Thus the consumer has associated that name with the distinctive Zinfandels and other premium wines. To deny the American Viticultural appella-tion to Shenandoah Valley grape growers would certainly create consumer confusion.

Grape growing is a strong, rapidly expanding industry in our State. With over 1200 acres of $\underline{\text{vinifera}}$ vines planted, Shenandoah Valley growers receive over \$1.9 million annually; this translates into a retail wine value in excess of \$19 million and contributes

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Bureau of Alcohol, Tobacco & Firearms Page 2 July 2, 1981

over \$200 million to California's economy. To change the designation that consumers have grown to recognize would cause significant marketing problems, thoroughly confuse the consumer, and cause economic chaos for growers, wineries and the local economy.

Again, I urge your support of the Amador County Wine Grape Grower's petition.

Thank you.

Sincerely,

REX S. HIME

Director

California Commission on Agriculture

RSH:dm

TELEPHONE ST. HELENA (707) 963-3104

BONDED WINERY 1007



Sutter Home Winery, Inc.

P. O. BOX 248 ST. HELENA, CALIFORNIA 94574

July 1, 1981

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

Dear Sir:

I would like to comment on the proposed Shenandoah Valley appellation for Amador County, California. My name is Louis (Bob) Trinchero, and I am the winemaker and president of Sutter Home Winery, Inc., St. Helena, Napa County, California (a corporation solely owned by the Trinchero family).

Sutter Home Winery, Inc. began buying grapes from the Shenandoah Valley of Amador County, California, in 1968, and has purchased grapes every year since. From 1968 to 1980 we have purchased a total of 6,597,506 pounds of grapes, making us the largest buyer of Shenandoah Valley grapes, and the largest producer of Shenandoah Valley, Amador County, wines. We have produced more than 2,800,000 bottles of this wine since 1968 and distributed it in 42 states, including Alaska, Hawaii and Washington, D.C. Our distribution is also in France, England, Ireland, Scotland, Puerto Rico and Hong Kong. In other words, Sutter Home wines from the Shenandoah Valley of Amador County, California, are well known to wine consumers nationally and internationally, and have been since January of 1971 when our first vintage (1968) was released.

Our success is a direct result of the distinctive quality of these grapes. To deny the use of Shenandoah Valley on our labels would cause confusion to the consumer and hardship to us.

Perhaps the Shenandoah Valley of Virginia was named first, and that may be significant to a student of American History, but to wine lovers and consumers throughout this great country, there is only one Shenandoah Valley, and it is in Amador County, California.

Respectfully yours,

LOUIS TRINCHERO

President

LT:vt

CLERMONT BERRYVILLE, VIRGINIA 22611



July 3, 1981

Alcohol. Tobacco & Fireanms Box 385 Washington, D.C. 20044

RE: "Shenandoak Valley Wine

Gentlemen:

You should be ashamed of yourselves for even Thinking about allowing those California Vintners to commercially exploit The precious heritage and conservatism of our unique and beloved Shenandoah Valley. California has, indeed, a Shenandoah Valley (named, predictably, by a homesick Virginian), but Theirs is about as far - geographically, aesThetically, chronodogically, politically, thaditionally - as it's possible to get from The real Thing. In The interest of nipping fraudulent and misleading adventising in the bud, it is more Than a little unclear why Californians can't call The fruit of their soil what it is - i.e., a product of Spanish or Mexican origin, and leave Virginia out of it.

Hoping That The fact That This issue exists in The first place is menely a temporary lapse of prudence, and looking forward to a speedy resolution based on good old-fashioned common sense, I am

Sincerely yours, Elizabeth Williams Talbot WHO HAS HEARD OF SHENANDOAH VALLEY ZINFANDELS FROM VIRGINIA? NO ONE

G.R. DICKERSON WISHES HE COULD MAKE WINE.

YOURS TRULY

Worpre Lee

We, the undersigned, urge the BATF to grant the American Viticultural Appellation "Shenandoah Valley" only to the Shenandoah Valley of California. The Shenandoah Valley of California was named over 125 years ago, and currently is recognized nationally and internationally as a viticultural area producing superb wine grapes. Over the years, BATF, in their label approval process, has already granted wineries (e.g., Gemello, Sutter Home, Ridge, Harbor, Montevina) the right to specify "Shenandoah Valley" as an identifier on their labels. It would be wrong for BATF to now recind the right of wineries to so inform the consumer when wines are made of grapes from this famous and highly distinctive viticultural area. This would confuse the consumer and create marketing problems for wineries forced to change their labels.

consumer and create marketing problems for winerie	es forced to change their labels.
	238
Name Street	City Zip Code Date
Bold. Robert	Modesto 95356 6-28-81
Janet Deberte July	Modesto 95356 6 28.81
Robert B. From	Plymonth 95669 7/2/81
Truip Esala	Plymouthy
John Keningly	Algnerick 95669 7/2/81
Marin Ralph Regagler	Roval 94571 7/1/81
Keywith Deave	12/4 mouth 1/2/81
Abusto P Chapin	Phymouth 95669 7/2/81
Chuly Ata Tou	Plymen 1 95669 7/2/8
Dazel M. Rossillar Pia	Plymoulto 95669 7/2
Leva Esala	Plymonth Colif 95669.
Drin aparior	Sacramento Ca 7-2-81
Hen Deane	Alymouts Ca 8568 7-20,
Margaret H. Church	Rio Vista, Ca. 94571 7-3-8
Jessie m. Graham	., Rio Vista, Ca. 94571-7-3-8
Mildred N- toggaglia	Rio Vista Co. 94571-7-32
Marthen n Santis	Phymouth Calgores 2.
Grapes — Walnuts — Fruit Trees	
Number of Trees Per Agre	
6x12 = 605	

 10x10 = \436
 22x11 = 180
 30x30 = 48

 12x12 = 802
 22x12 = 165
 35x35 = 35

 15x15 = 193
 22x18 = 180
 40x40 = 27

 17x17 = 151
 22x22 = 90
 45x45 = 23

 18x18 = 134
 24x24 = 75
 50x50 = 18

60x60

For Diamond Planting Add 15% to Above

July 6, 1981

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

Gentlemen

For many years I've enjoyed the taste of wines grown in California's "Shenandoah Valley."

When I see the words Shenandoah Valley written on a wine label I know to expect superb quality.

Shenandoah Valley; in California is known throughout the United States as an excellent viticulture area. Anyone who's heard of our wines or grapes knows to expect the extraordinary highly rated wine we're known for.

I feel that we are not trying to take anything away from the Virginians, because to my understanding Shenandoah, California is the or original viticulture area, whereas Virgina's Shenandoah is purely historical.

That's why I believe that the request for the appellation is no threat to Virgina and it is indeed necessary.

Thank you Thank John Tellinger

Peter and Savina Pellizzer

San Mateo, CA 94403

July 6, 1981

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

Gentlemen

I've been growing grapes and drinking wine from Shenandoah Valley for many years. Shenandoah Valley has been producing grapes for over 100 years and is known throughout the United States as a wine and grape producing area whereas Virginia is known for historical purposes.

That's why I feel that the appellation is indeed necessary.

Thank you

Theresa Pellizzer Chapin

Theresa Pellyjer Chapen

Shenandoah Valley
Plymouth, Ca. 95669

July 6, 1981

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

Gentlemen

Two songs and a movie do not make a viticultural area, over 100 years of grape production with a national reputation make's a viticultural area.

There is no controversy except that put forth by the Virginian's we agree they were in some history books, but I find no mention of wine, they will have to agree we are the Shenandoah Valley of Wine.

When I buy Washington apples I do not think of Washington D.C.

When I buy wines from St. Helena I do not think of Napoleon.

When I think of Richmond I think of Mare Island Shipyards.

Mention Bowling Green I think of Ohio.

Mention Milford or Salem I think of Massachusetts.

Gainsville is in Florida -- etc etc.

My point is outside of Virginia you would be hard pressed to find anyone who automatically associates Shenandoah Valley with Virginia except in the movies or a national park somewhere on the East Coast.

I concede Virginia has contributed there fair share of historical characters and events to the United States but wine is not very high on the list.

Shenandoah Valley of wine is in California and will always be. Virginia has a fine reputation in many area's they don't need to steal wine reputations.

Yours very truly

Chester P. Chapin

Shenandoah Valley Plymouth, CA 95669

Rte 2 Box 100

Stanley Virginia 228

9 July 1981

Mr. George:

On behalf of the 150 member strong Virginia Grape Growers Association I wish to register its opposition to the petition of the Amador County Wine Growers Association of Plymouth, California seeking to have a viticultural area in that State designated as "Shenandoah Valley" for use as an appellation of origin for their wine. Their can be no doubt that consumer confusion would result from the use of this place-name recognized worldwide as well as nationwide, in history and folk-lore, as being synonymous with the State of "Virginia".

The confusion would not be limited to consumers. We would find it difficult to understand how a Federal regulatory body might possibly ignore an interconnected system of well known rivers and valleys which involves the Nation's Capitol and suggest, by inference, that it somehow involves the State of California. I speak of course of the fact that the "Shenandoah River", both North and South forks within, in part, the "Shenandoah Valley" feed into the Potomac River and Valley which eventually graces the banks of the Federal City known as the District of Columbia. The "Shenandoah Valley", as every secondary school-age geography and history pupil is taught, is a Valley beyond the Blue Ridge just west of where two Capitol cities existed during the Civil War, and where many battles were fought to control the breadbasket of both its armies.

The River, the Valley, The Town, the Song, and the National Park are all well known in our national history and traditions only as they relate to Virginia and not California. Nor can anyone relate the Shenandoah Music Festival, a yearly event in the Valley, or the caverns that populate the Valley with any other State.

Vineyards and winery owners in the Virginia "Shenandoah" area are not unmindful of the promotional value of such a well-known place name. As more and more vineyards and wineries develop in this Virginia area, their marketing plans will rely and capitalize upon the fact that thousands of tourists, particularly American tourists, know "Shenandoah" as a part of the Commonwealth of Virginia. To permit by regulation

that which has not been acknowledged by by either explorer, scholar, songwriter or even the National Park Service - the use of the name of "Shenandoah" by another area of the United States would, in essence, deprive these entrepeneurs of a valuable asset. We would find it equally repugnent to have to qualify the use of the place-name "Shenandoah Valley" by appending a State name to differentiate it from its inappropriate use elsewhere.

The place-name Shenandoah has a "ring" to it which calls up certain images and characteristics that are uniquely Virginian, just as the place-name "Napa" is unmistakably a part of California and the wine "scene" of that State. The basis for approval must not hinge on a threshold quantity of production from the area as we have heard mentioned. Can one imagine an appellation called Napa Vally or North Coast, Virginia regardless of quantity produced?

Lastly the Amador County petition, if approved, would prevent Virginian's from using the Shenandoah Valley place-name to fully promote its own viticultural climatic and geologic subleties - nowhere in evidence in California - now or in the future. And this - the sublities of place - are the essence of winemaking in fact and spirit.

If members of the Regulations and Procedures Division of the BATF would like to hear further sentiment from Virginia growers and vintners on this subject, you would be welcome to attend the first Annual Membership Meeting of the Virgina Grape Growers Association which just coincidentally is meeting on the grounds of the Shenandoah Vineyards, Edinburg, Virginia on July 25.

For the reasons given above and those which have been submitted to BATF by Shenandoah Vineyards, the Shenandoah Valley Travel Association and others whose views we support, we respectfully request that the subject petition be denied and that the designation Shenandoah Valley be considered only in petitions requesting viticultural areas by that name in the Great Valley of Virginia.

John Gerba President

Since

Mr. Thomas George, Chief
Regulations and Procedures Div
Bureau of Alcohol, Tobacco & Firearms
Washington, D.C. 20024

Ken Deaver, asa Grape grower.

In Support of the Application.
Vinjand planted 1853@- 6 to 8 of the original
vineyardare still producingx

20-25 acres are 85 to 95 Years old.

He is 4th generation on that piece of property.

Been Selling winegrossince 1968 (to wapa valley winery).

That started the Ball rolling on the Shenandonh

Valley wine, - as for use of the name.

E. J. Serene

If the Bureau were to act negetirely on this petition, it could cost a great amount of money.

(2 PAIT of 243)

2436

AMADOR COUNTY WINE GRAPE GROWERS ASSOCIATION

ROUTE 2 BOX 27, PLYMOUTH, CALIFORNIA 95669

TELEPHONE 209 / 245-6402

URGENT ACTION NEEDED

June 15, 1981

TO:

WINERY OWNERS, WINE WRITERS AND CONSUMERS

FROM:

KEN DEAVER, PRESIDENT

SUBJECT:

NEED FOR PUBLIC COMMENTS TO ASSIST THE AMADOR WINE INDUSTRY OBTAIN

A SHENANDOAH VALLEY APPELLATION

(Comments to ATF must be RECEIVED on or before July 12, 1981)

Last Fall the Amador County Wine Grape Growers Association applied for the American Viticultural Appellation, "SHENANDOAH VALLEY" and the Bureau of Alcohol, Tobacco and Firearms (ATF) is currently accepting written comments. About 80 letters have been received from Virginians complaining that the Californians have expropriated their historical name. Included among these letters are comments from the Governor of Virginia and the Virginia Senatorial and Congressional Delegations asking ATF to disapprove the California application. It should be noted that the Shenandoah Valley of Amador County was named by Virginia settlers in the 1850s. The Virginia area has not applied for a Shenandoah Valley appellation.

We are asking you to assist us in our efforts because many wineries throughout California are using grapes from the Shenandoah Valley and identifing the wine as such. The unique Zinfandels from the Shenandoah Valley of California have a national reputation going back to the early 1970s and we feel that wine consumers should be allowed to find these same wines identified as before.

The ATF has forced the establishment of American Viticultural Areas by ruling that no winery may label their wines "Estate Bottled" unless it is in an American Viticultural Area. The ten wineries in the proposed viticultural area, as well as many other California wineries, would be faced with significant marketing problems should they not be allowed to continue to use "Shenandoah Valley" to identify their wines. Although the word "Amador" has also been used in marketing these wines, that name would not be a good alternative since Amador County has other grape growing areas with microclimates significantly different from the Shenandoah Valley. Since the labelling requirements for estate bottling include the winery name and location, as well as a statement that the product was grown, produced and bottled by the particular winery, there would be no confusion regarding the

origin of the grapes. ATF should grant the appellation "Shenandoah Valley" as requested in the application and not require that it be called "Shenandoah Valley of California", since this would cause economic and artistic problems involving label redesign, given the type size requirements and the wordiness of that appellation.

We have been told that travel constraints imposed by the Reagan Administration may rule out hearings on this matter in California. Therefore, we cannot emphasize too strongly that your written comments will have an impact. The issue is not which area has the <a href="https://historical.night.com/histor

We trust that you will do everything possible to respond to ATF's call for comments and to encourage the wine drinking public to comment as well. The attached fact sheet should assist you in writing the ATF. Should you require additional information, call (209) 223-0956 during working hours or (209) 245-6402, 245-6307 or 245-3698 in the evening.

There has been a thirty day extension to the original comment period. Comments must be received on or before July 12, 1981. Please write to:

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

Sincerely,

Ken Deaver, President

Hom Deaver

Enclosures: Fact sheet and list of wineries using Shenandoah Valley grapes

FACT SHEET

CALIFORVIA'S SHENANDOAH VALLEY

- 1. Located 40 miles East of Sacramento
- 2. Settled and named in early 1850's
- 3. Agricultural community, family farms
- 4. Proposed viticulture area 10,000 acres -
- 5. Continuous wine grape production since 1853
- 6. Current vinifera wine grape acreage about 1,200
- 7. Grape cash crop in excess of \$1.9 million per year
- 8. Wholesale value of wine approximately \$13 million
- 9. Retail value of wine in excess of \$19 million
- 10. Annual viticultural payroll \$0.5 million
- 11. Amador County Wine Grape Growers membership of 50
- 12. Wineries in proposed viticultural area: 10 (Family owned)
- 13. Over 50 California wineries have used this area's grapes
- 14. Recognized nationally for its wines since the early 1970's

VIRGINIA'S SHENANDOAH VALLEY

- 1. Wineries in Shenandoah Valley: two
- 2. Wine varieties: predominantly French Hybrid
- 3. Current estimated acreage in grapes: less than 100
- 4. No national viticultural reputation

WINERIES THAT HAVE USED OR ARE USING SHENANDOAH VALLEY GRAPES

NAPA COUNTY:

BURGESS CELLARS
CAYMUS VINEYARDS
CARNEROS CREEK WINERY
CHRISTIAN BROTHERS WINERY
INGLENOOK VINEYARDS
MAYACAMAS VINEYARDS
ROBERT MONDAVI WINERY
MT. VEEDER WINERY
NAPA WINE CELLARS
SATTUI WINERY
SUTTER HOME WINERY
TULOCAY WINERY
Z-D WINES

SANTA CLARA COUNTY:

GEMELLO WINERY
RICHARD LAMB
RIDGE VINEYARDS
SAN MARTIN WINERY

ALAMEDA COUNTY:

RICHARD CAREY WINERY CONCANNON VINEYARDS J. W. MORRIS PORT WORKS VEEDERCREST WINE AND THE PEOPLE

OTHER CALIFORNIA WINERIES:

AHERN WINERY
BOEGER WINERY
EASTSIDE WINERY
GEYER PEAK WINERY
LEEWARD WINERY
OAK VALLEY WINERY
QUADY WINERY
SEQUOIA CELLARS
STEVENOT WINERY
ZACA MESA WINERY

BARGETTO WINERY
CHISPA CELLARS
GALLO WINERY
HARBOR WINERY
MONTEREY PENNINSULA WINERY
ORLEANS HILLS VINEYARDS
RANCHITA OAKS WINERY
SOMERSET VINEYARDS
UNITED VINTNERS

AMADOR COUNTY WINERIES:

AMADOR CITY WINERY
ARGONAUT WINERY
BEAU VAL
KARLY WINES
MONTEVINA
SHENANDOAH VINEYARDS
STORY VINEYARDS

AMADOR FOOTHILL WINERY
BALDINELLI SHENANDOAH VALLEY
D'AGOSTINI WINERY
KENWORTHY VINEYARDS
SANTINO WINES
STONERIDGE

M. CALDWELL BUTLER
6TH DISTRICT, VIRGINIA

MEMBER:

COMMITTEE ON THE JUDICIARY

COMMITTEE ON

GOVERNMENT OPERATIONS

WASHINGTON OFFICE:
2330 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-5431

Congress of the United States House of Representatives

Mashington, **B.C.** 20515

June 30, 1981

CONSTITUENT SERVICE OFFICES:
1303 ALLIED ARTS BUILDING
725 CHURCH STREET
P.O. BOX 1568
LYNCHBURG, VIRGINIA 24505
(804) 845-1378

111 FEDERAL BUILDING AND POST OFFICE
200 S. WAYNE AVENUE
P.O. BOX 1045
WAYNESBORO, VIRGINIA 22980
(703) 949-7758
(IN STAUNTON DIAL "0" ASK FOR ENTERPRISE 758)

402 RICHARD H. POFF FEDERAL BUILDING AND U.S. COURTHOUSE 210 W. FRANKLIN ROAD P.O. BOX 869 ROANOKE, VIRGINIA 24005 (703) 982-6200

Mr. Thomas George Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Department of the Treasury PO Box 385 Washington, D. C. 20044

Dear Mr. George:

This letter is to express my concern about the proposed rulemaking to establish a viticultural area in Amador County, California, as the appellation of origin for "Shenandoah Valley" wines.

It is my understanding that your agency has an obligation to examine all pertinent facts in designating certain viticultural areas as appellations of origin for wine labeling and advertising in order to assist consumers in identifying wines they may purchase.

As you may know, Shenandoah was officially established by the Virginia General Assembly in 1772. Enclosed please find copy of excerpts from The American Gazeteer, a 1797 publication describing American states, provinces, cities, etc. in existence at the time; and A New and Comprehensive Gazetteer of Virginia, 1835. Both of these publications clearly describe the location of Shenandoah. Also enclosed is copy of a map of the inhabited part of Virginia, 1751, delineating the Shenandoah River and environs. Additionally, enclosed is copy of a 1795 map of North America prepared by the Hudson Bay Company. As you will note, there is no mention of the name Shenandoah in California

I am requesting that these documents be made an official part of any hearings which may be scheduled on the matter. Clearly, exclusive rights to the name "Shenandoah Valley" should be assigned to Virginia winegrowers. It is my view that any other disposition of the matter would result in total consumer confusion.

With kindest regards, I am

Very truly yours,

Enclosures

AMERICAN GAZETTEER,

EXHIBITING IN ALPHABETICAL ORDER,

Much more full and accurate Account, than has been given.

STATES, TOWNS, LH	ARBOURS, MOUNTAINS!
PROVINCES, VILLAGES, G	
COUNTIES. RIVERS SO	unds, Indian Tribes, &
Ciries, BAYS,	PES. New Discoveries
With the second second	The state of the s

American Continent.

Of the WEST-INDIA Islands,

And other Islands appendant to the Continent, and those newly discovered in the Pacific Ocean:

The ETTENT; BOUNDARIES; POPULATION, GOVERNMENT; PRODUCTIONS, COMMERCE; MANUFACTURES; CURIOSITIES, &c. of the feveral Count takes, and of their important Civil Divisions—and the Longitude and Latitudes; the Bearings and Distances; from noted Places, of the Civies, Towns, and Villages;—with

A particular Description of The Georgia Western Territory

Upwe ds of Seven Thousand distinct Articles.

collected and compiled from the best Authorities, and arranged with great Care, by, and under the Direction of,

JEDIDIAH MORSE, D.D.

Author of the American Universal Geography, Fellow of the American Academy of Arts and Sciences and Member of the Massachuletts Historical Society.

HLUSTRATED WITH SEVEN NEW AND NEAT MAPS

Publice according to Ait of Congress

PRINTED IN BOSTON,

At the Presses of S. Hall, and Thomas & Andrews, and sold by E. Larein, and the other Booksellers in Boston; by Gaine & Ten Eyck, and S. Campbell, New-York; M. Carey, and W. Young, Philadelphia by Mess. Websters, and Thomas, Andrews & Pennyman, Albany and Thomas, Andrews & Butler, Baltimore.

SHEFFIELD, a township in the norths ern part of Caledonia co. Vermont.

SHEFFELD, a post-town of Massa-chusetts, Berkshire co. 30 miles south-east of Hudson in the State of New-York, 145, west-south-west of Boston, and 257 north-east of Philadelphia. It was incorporated in 1733, and contains 1,899 inhabitants. Housatonic river, which is nine rods in breadth, paffes through it from north to fouth, which with its branches supply water for fev-eral mills and iron works. South Mountain extends the whole length of the town, along the east fide of the river.

SHELBURNE, a township of Vermont, Chittenden co. on the east side of Lake Champlain. It has Burlington on the north, and Charlotte on the fouth; and

contains 389 inhabitants:

SHELBURNE, an interior township in Grafton co. New-Hampshire. It was incorporated in 1769; and contains 35 inhabitants.

SHELBURNE, a township in Hampfhire county, Maffachusetts, adjoining

Green field.

SHELBURNE, a town of Nova-Scotia, at the head of a bay which runs up from Port Roleway, at the fouth-west part of the province. In 1783, it contained 600 families, but is now less populous. It is 18 miles north-east of Barrington, and 88 fouth-west by fouth

of Halifax. SHELBY, a new county of Kentucky. SHELTER Island, at the east end of Long Island, in Suffolk co. New-York, lies 3 leagues west of Gardner's Island. It is about 5 miles from east to west, and 7 from north to fouth. It is a fruitful fpot, containing about 8000-acres; was incorporated in 1788, and contains 201 inhabitants, of whom 34 are electors. Confiderable numbers of cattle, sheep and poultry are raised here. When you leave Shelter Island on your larboard hand, and run west by north about 5 or 6 miles, you will open a large bay where 100 fail of vessels may lie safe and anchor in 3 or 4 fathoms.

SHENANDOAH, a county of Virginia, bounded north by Frederick, and fouth by Rockingham. It contains 10,510 inhabitants, including 512 flaves. Chief

cown, Woodstock.

SHENANDOAH, a river of Virginia, which rifes in Augusta co. and after run-

ning a north-east course of about 100 miles, it joins the Patowmack in about lat. 38 4, just before the latter burfts through the Blue Ridge. It is navigable about 100 miles; and may be rens dered fo nearly its whole course at a small expense. When this is done, it will bear the produce of the richest part of the State.

SHENANDOAH Valley, extends from Winchester, in Virginia, to Carlisle and the Sufquehannah, in Pennsylvania, and is chiefly inhabited by Germans and Dutch. 2 7 2 4 7 3

SHEPHERDSFIELD, a plantation of the Diffrict of Maine, in Cumberland

co: containing 330 inhabitants.

SHEPHERDSTOWN, or Shepherd/burg, a post-town of Virginia, situated in Berkley co. on the fouth fide of Patowmack river. Its fituation is healthy and agreeable, and the neighbouring country is fertile and well cultivated. It contains about 2000 inhabitants, mostly of German extraction. It lies at the mouth of Shenandoah river, oppolite to Sharpf. burg; 10 miles east by fouth of Martinsburg, and 178 south-west by west of Philadelphia.

SHERBURNE, in Massachusetts; fee Nantucket.

SHERBURNE, a township of News York, Herkemet co. By the State confus of 1796, it contains 483 inhabitants,

of whom 79 are electors.

SHETUCKET, a river of Connecticut which is formed by the junction of Willomantic and Mount Hope rivers, and after running east a few miles, pura fues a fouthern courfe, and uniting with Quinabaug river, empties into the Thames in the fouth part of the town ship of Norwich.

SHIMENE Port, on the north fide of the island of St. John, in the gulf of St. Lawrence. Its entrance, west of St. Peter's harbour, is very narrow; but the bason within is very spacious.

SHINING Mauntains, in the northwest part of North-America, are little known. It is conjectured that they terminate in about lat. 47 or 48 N. where a number of rivers rife, and empty themselves either into the North Pacific Ocean, into Hudson's Bay; into the waters which lie between them, or into the Atlantic Ocean. They are called also the Mountains of Bright Stones, on account of the immense number of large crystals, shooting from the rocks, and fparkling.

skiling in the rays of the fun, to as to an shurch, and a meeting by ser at a great distance. a mand on the coast of West-Flori-a and is about 10 miles south of the of Biloxi. It is 9 miles long and a d; produces pine frees and grafs, has a tolerable well of water in it. MEPPANDSTOWN, in Virginia, on the th lide of the Patownack, 40 of 50 tions Alexandria.

Lippens Alexandria.

nedogwinnet Creek, which empties a the Sulquehannah; and contains in 64 houses, chiefly built of stone: birg, a like diffance fouth-west of le, and 146 west of Philadelphia. MALEY, a township of Massachuin the north-west part of Middle-10. 41 miles N. W. of Boston. It incorporated in 1753, and contains

IRDEY, a township of Pennsylvalituated in Huntingdon county. thans, the of, are 2 in number, and on the coalt of New Hampshire; to these the celebrated Capt. John sth gave his own name, but the in-Stude of man has denied his memory towall honour... From Isle of Shools the Dry Salvage Rock, the course is W. 8 leagues; to Portfmouth N. N. leagues; to Newbury-Port Bar 7 , leagues; to York harbour N. leagues. N. lat. 42 59, W. long.

TENECK, a Moravian fettlement in Myania, near Nazareth; begun in

TERAM, a township of Vermont, by co. on the east fide of Lake relain, having Orwell on the fouth hidport on the N. a little N. E. of deroga. It contains 721 inhabit.

EWSBURY, a post-town of New. V. Monmouth co. on the fea board Middletown on the N. Freehold TDover fouth-west: North river it from Middletown, and is nava few miles. This town is 15 north-east by east of Monmouth loule, 14 fouth-east of Middletown 49 eafterly of Trenton, 33 fouth-east of Brunswick, and 79 eastheaft of Philadelphia. The comin Episcopal and a Presbyteri- Curacao.

Friends. On the fide of a be Navelink river, in this town, is a able cave, in which are a rooms with a fost porous rock, through the moutture flowly exudes, and drops on the fand below. The thip concains 4,673 inhabitants, ing 212 flaves. Much genteel co from Philadelphia and New-Y

fort here during the fummer i for health and pleature. SHREWSBURY, & township mont, in Rutland co. between don on the west, and Saltalb on t and contains 383 inhabitants. SHRBWSBUEY, a township, i

co. Pennfylvania.
Shekwshuk v. a townling in
cefter co. Mallachuletta: 6 miles Worceffer, and 40 well by fourh ton. It was incorporated in 17 contains 963 inhabitants.

SHUBENACADIE, a river of Scotia, which ries within a mile town of Darmouth, on the E. Halifax harbour, and empties into quid Bay, taking in its course the ack and Gay's rivers. The great the fame name lies on the E. fide road which leads from Halifax to for, and about fevert miles from 21 miles from Halifax.

SHUTESBURY, a township of chuletts, Hampshire co. on the ea of Connecticut river, about 16 m. E. of Northampton, and 90 W.

of Hofton.
Siaka, or Seara, a town on E. coaft of Brazil, in the captains its name. S. lat. 3 30, W. long. Andrew Vidal, of Negreiros, wa magistrate of this city in the year in the 124th year of his age, an charged his duty as a judge to fatisfaction; and died a years af full pollettion of his mental power 773, 189 of his defcendants were SIBALDES, illands on the coaft tagonia, in S. America. S. lat s

W. long. 50, 35.

SIBAU *Illands*, on the coaft of Breton Illand, lie off the fouth po Port Dauphin, and afford good an

SICCA PUNTO, OF Dry Point, C north coast of S. America, on the ish Main, is the north-west limit of efte Bay, and foutherly of the ifla

Lalle to have the things

PRELIMINARY

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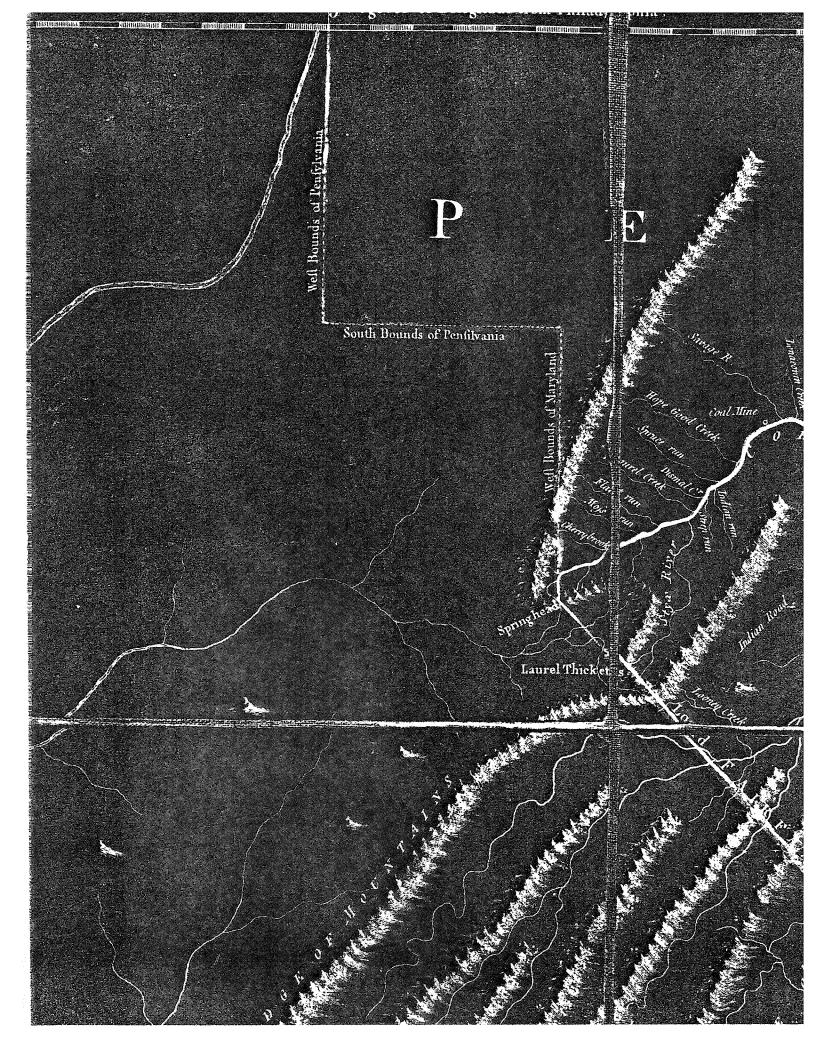
Fry, Joshua, 1730(ca.)-1754.

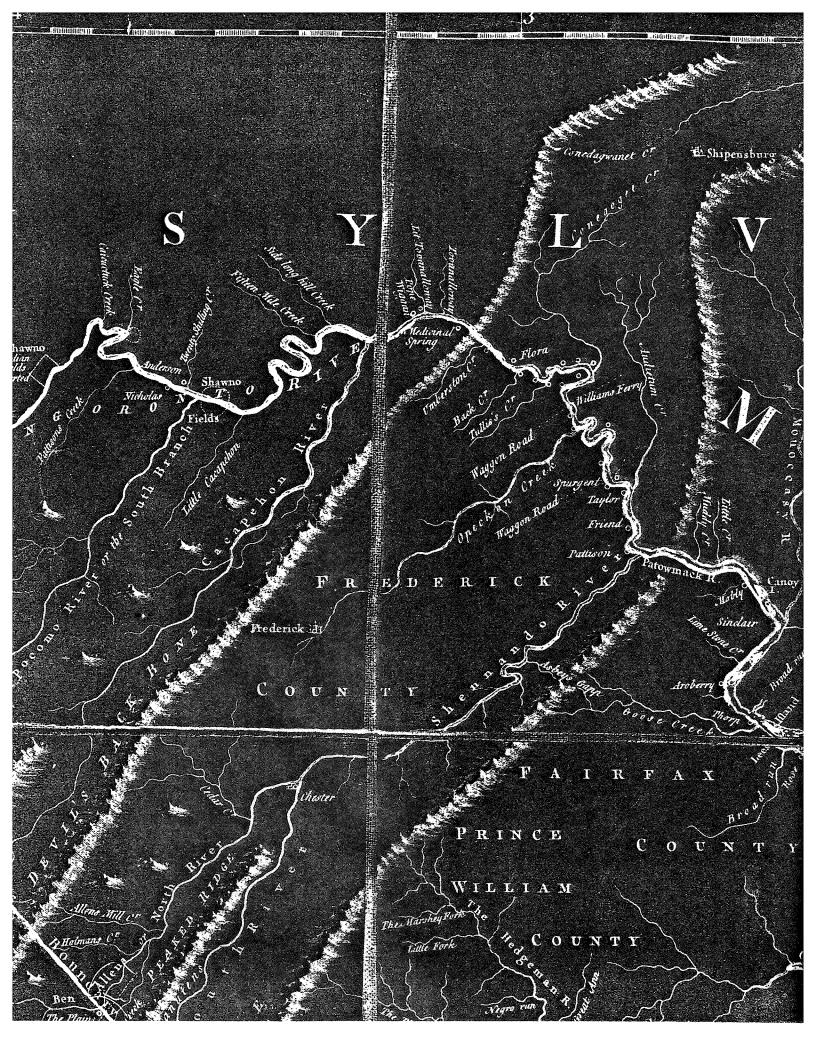
A map of the inhabited part of Virginia containing the whole province of Maryland with Pensilvania, New Jersey and North Carolina, Drawn by Joshua Fry and Peter Jefferson in 1751. -- London: T. Jefferys, 1751 [i.e. 1753]

Photocopy. 126 x 79 cm., Charlottesville, Va., University of Virginia. Scale 1:650,000. Relief shown pictorially.

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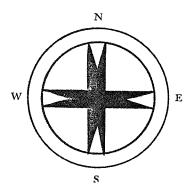
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California Place Names

A GEOGRAPHICAL DICTIONARY

Erwin G. Gudde

Local names—whether they belong to provinces, cities, and villages, or are the designations of rivers and mountains—are never mere arbitrary sounds, devoid of meaning. They may always be regarded as records of the past, inviting and rewarding a careful historical interpretation.—ISAAC TAYLOR



UNIVERSITY OF CALIFORNIA PRESS

Berkeley and Los Angeles · 1949

the name became official. The spelling Shasta is used on Scholfield's map of 1851. Some of the other maps of the 1850's have Mt. Shasté and Shasta Butte. The town known as Reading's Springs or Diggings was changed to Shasta City in 1850. The name was abbreviated to Shasta with the establishment of the post office in 1851. The town in Siskiyou County, first known as Strawberry Valley, and from 1886 to 1922 as Sisson (for H. J. Sisson, an early settler), was changed to Mount Shasta in 1922. The national forest was created and named by presidential proclamation in 1905, and Shasta Dam was officially named by John C. Page, Commissioner, Bureau of Reclamation, September 12, 1937.

Shastina [Siskiyou]. The playful feminine form of the name Shasta has been applied to the west peak of Mount Shasta.

Shaver Lake, reservoir, post office; Shaver Crossing [Fresno]. According to L. A. Winchell, the place was named for C. B. Shaver, of the Fresno Flume and Irrigation Company, which built a reservoir and sawmill here in the 1890's. The Southern California Edison Company retained the name for the enlarged reservoir (Farquhar). However, a settlement, Saver, and Saver's Peak are shown in this locality on the maps of the Whitney Survey as early as 1873. It is quite possible that this original name was changed when Mr. Shaver became associated with the region. See McCloud River for a similar shifting of names.

Shaws Flat [Tuolumne]. Named by Mandeville Shaw, who planted an orchard here in 1849 (Kazmarek).

Sheep. Among the fifty or more features so named on the maps of the State are four peaks that rise more than ten thousand feet, several Sheep Hollows and Sheep Corrals, a Sheephead Mountain and Pass [Death Valley National Monument], a Sheep Thief Creek [Stanislaus], a Sheep Crossing [Madera], and a Sheep Repose Ridge [Sonoma]. The majority of the names doubtless refer to herds of domestic sheep, but some were applied because of the presence of the mountain or

desert bighorn sheep. Sheep Rock [Siskiyou], the oldest Sheep name in California, was given by Hudson's Bay Company trappers probably in the 1820's. "It is said to be one of only three places, where the bighorn, or mountain sheep, is at present found, west of the Sierra Nevada" (Gibbs, 1851, in Schoolcraft, III, 168). Sheepranch [Calaveras]. The town was named after a gold mine, which in turn had been named after a sheep corral. See Carneros.

Sheldon [Sacramento]. The settlement which developed on the Omochumnes (or Cosumnes) land grant was named for Jared Sheldon, grantee in 1844.

Shell. About twenty places in California, chiefly along the ocean shore, are named for the occurrence of sea shells; included are one post office, Shell Beach [San Luis Obispo], and several communities. Along the coast are numerous places designated as Shellmounds, some of which are now protected in state parks; these were refuse heaps and burial mounds which had developed near Indian villages, and were so named because they consist mainly of fragments of shells.

Shelter Cove [Humboldt]. The name was applied to the small natural harbor by the Coast Survey when making a hydrographic survey of it in 1854. It afforded "an anchorage from northwest winds, and may, perhaps, be regarded as a harbor of refuge for small coasters which have experienced heavy weather off Cape Mendocino, and are short of wood and water, both of which may be obtained here from one or two gulches opening upon the sea" (Coast Pilot, 1858, p. 66).

Shenandoah Valley [Amador]. Blood Gulch running through the valley seems to indicate that some miniature battle took place here which reminded the name giver of the many bloody engagements in the valley in Virginia during the Civil War. According to Doyle, however, John Jameson, who settled in the valley in the early 1850's, named it after his birthplace.

Shepherd. More than ten geographic features are so named because some shepherd had his

BULLETIN 197

UNITED STATES GEOLOGICAL SURVEY

CHARLES D. WALCOTT, DIRECTOR

1902

THE

ORIGIN OF CERTAIN PLACE NAMES

IN

THE UNITED STATES

BY

HENRY GANNETT



DETROIT

Gale Research Company • Book Tower
1971

This is a facsimile reprint of the 1902 edition published in Washington by the Government Printing Office.

Library of Congress Catalog Card Number 68-23159

A3P GIFT PUBLISHER own in Tate County, Mississippi. A Choctaw Indian word, camore."

w York and Ohio and nation in Indian Territory, cities in ansas, and Newton County, Missouri, and town in Ocowee olina;

in Seneca County, New York. Named for an Indian tribe, ion of Sinnekaas, a name given them by the Dutch.

ryland. Derived from the Indian word, Sinne-hanne, "a

l river in Tennessee. An Indian word, meaning "hog river." lumne County, California, named for a famous Cherokee 1 an alphabet for his tribe.

phan County, Kansas, named for one of the three proprietors. vood County, Kansas, named for L. Severy, of Emporia, a 1 Fe.

isas, named for Ambrose H. Sevier, a Congressional Delegate, essee, named for John Sevier, first governor of the State. insas and Nebraska, city in county of same name in latter narie County, and mountain in New York, named for Wil-American statesman.

Allegheny County, Pennsylvania. An Indian word, mean-

on County, Indiana, named for a civil engineer.

Texas, named for a surgeon, captain of a band called the helped the Texans in their revolution.

tt County, Minnesota, named for an Indian chief who ; the name meaning "six."

Northumberland County, Pennsylvania. Derived from the amoki, meaning "a place of eels."

rlington County, New Jersey. An Indian word, meaning rn."

lster County, New York. An Indian word, meaning "rapid

nnecticut. An Indian word, meaning "place where two

ssouri, named for George F. Shannon, of Marion County. th Dakota, named for Peter C. Shannon, former chief justicerk County, Maine, named for Nicholas Shapleigh, one of the

ssissippi, named for William L. Sharkey, provisional govor Clark's absence at Fort Pulaski in 1865–66.

County, Kansas, and town in Schoharie County, New York: al derivation.

on County, Mississippi, so named because the Sharon semiuated there at an early day.

1 Wallace County, Kansas, and village in Schoharie County, e is of biblical derivation.

sas, named for Ephraim Sharp, representative from Law-

ath County, Kentucky, named for Moses Sharp.

a Allegheny County, Pennsylvania, named for James Sharp, or.

ornia named from the Indian tribe, Saste or Shastika. chusetts. An Indian word, meaning "a fountain or spring."

shavano; peak of the Sawatch Range in Colorado, named for a Ute Indian.

shaw; town in Bolivar County, Mississippi, named for the owner of the lands through which the railroad passes.

Shawan; town in Baltimore County, Maryland. An Indian word, meaning "south." Shawangunk; river, town in Ulster County, and mountain in New York. Said to be an Indian word, meaning "white stone" or "white salt rocks."

shawano; county and city in same county in Wisconsin. Derived from the Chippewa Indian word jawanong, meaning "on the south."

Shawnee; county in Kansas and nation in Indian Territory;

Shawneetown; city in Gallatin County, Illinois. Named for the Indian tribe, the word meaning "southerners," and given them because they emigrated northward from the Savannah River.

Sheboygan; county and city in same county in Wisconsin. Derived from the Chippewa Indian word jibalgan, meaning a perforated object, such as a pipe stem.

Sheepeater; cliffs in the Yellowstone Park, named for a tribe of Indians, the only known aboriginal occupants of the park.

Sheepscot; river and bay in Maine. Derived from the Indian word sipsa-couta, meaning "bird-flocking river" or "little bird place," because the Indians resorted there for young ducks.

Sheffield; town in Franklin County, Iowa, named for James Sheffield, a railroad contractor.

Sheffield; town in Berkshire County, Massachusetts, named for the city in England.
Shelburne; towns in Franklin County, Massachusetts, and Chittenden County,
Vermont, named for William Fitz Maurice, second Earl of Shelburne.

Shelby; counties in Alabama, Illinois, Indiana, Iowa, Kentucky, Missouri, Ohio, Tennessee, and Texas, and town in Orleans County, New York.

Shelbyville; cities in Shelby counties, Illinois, Indiana, and Missouri. Named for Gen. Isaac Shelby, former governor of Kentucky.

heldon; town in Franklin County, Vermont, named for a resident family.

Shell Rock; town in Butler County, Iowa, so named on account of the rocks near the river.

Shelter; island off Long Island, New York. Probably the translation of the original Indian name of Manhanset-aha-cusha-wommuck, meaning "an island sheltered by islands."

helton; town in Mason County, Washington, named for an early settler.

Shenandoah; county and river in Virginia, city in Page County, Iowa, borough in Schuylkill County, Pennsylvania, and town in Page County, Virginia. An Indian word said by some to mean "the sprucy stream," by others, "a river flowing alongside of high hills and mountains;" and still another authority states that it means "daughter of the stars."

hepaug; river in Connecticut. Derived from the Indian word, Mashapaug, meaning "large pond."

hepherd; village in Isabella County, Michigan, named for I. N. Shepherd, its founder.

hepherdstown; town in Jefferson County, West Virginia, named for Capt. Thomas Shepherd.

therborn; town in Middlesex County, Massachusetts, named for the town of Sherborne, England.

herburne; county in Minnesota, named for Moses Sherburne, associate justice of the Supreme Court.

theridan; counties in Kansas, Nebraska, and Wyoming, town in Madison County, Montana, and mountain in Yellowstone Park, named for Gen. Philip H. Sheridan.

herlock; township in Finney County, Kansas, named for a capitalist connected with the Santa Fe Railroad.

ANEW

AND

COMPREHENSIVE

337

GAZETTEER OF VIRGINIA,

AND THE

DISTRICT OF COLUMBIA:

CONTAINING

A COPIOUS COLLECTION

OF

GEOGRAPHICAL, STATISTICAL, POLITICAL, COMMERCIAL, RELIGIOUS, MORAL AND MISCELLANEOUS INFORMATION, COLLECTED AND COMPILED FROM THE MOST RESPECTABLE, AND CHIEFLY FROM OBIGINAL SOURCES:

BY JOSEPH MARTIN.

TO WHICH IS ADDED

A HISTORY OF VIRGINIA

FROM ITS FIRST SETTLEMENT TO THE YEAR 1751:

WITH AN ABSTRACT OF THE PRINCIPAL EVENTS FROM THAT PERIOD TO THE

INDEPENDENCE OF VIRGINIA.

WRITTEN EXPRESSLY FOR THE WORK

BY A CITIZEN OF VIRGINIA.

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1835.

SHENANDOAH.

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SHENANDOAH was established by act of Assembly in 1772, from a portion of the county of Frederick under the name of DUNMORE, from the mame of Lord Dunmore, then Governor of Virginia; but in October 1777. aner Lord Dunmore had taken a decided stand against the colonies in the contest with the mother country, one of the delegates from the county stated that his constituents no longer wished to live in, or he to represent, a couny, bearing the name of such a tory, he therefore moved to call it Shenandoch, after the name of the beautiful stream which passed through it; which was accordingly adopted. Shenandoah is bounded N. and N. E. by Frederick,—E. and S. E. by Page,—S. and S. W. by Rockingham,—W. and N. W. by Hardy. Its average lat. is about 38° 50' N. and long. 1° 30' W. of W. C.;—its greatest length from S. W. to N. E. is 32 miles,—average width 15,-and area 384 sq. ms. This is a fertile and populous county, *stuated in the valley. The whole county is traversed by the North Fork of Shenandoah river, lying between the Massanutten and North mountain. The North and South branches of the Shenandoah river pass through the entire ength of the county and Page, and unite immediately below its north-eastern me, and form the Shenandoah river. They admit of a descending navigation when the waters are a little swollen,—its creeks are Cedar creek, Pasage creek, Stoney creek, Mill creek and Smith's creek. It is divided into four valleys, two of which are long and two small,-by the Three Topped or Massanutten mountain and the Little North mountain. The larger valeys are watered by the North and South Shenandoah rivers, the smaller allies by Cedar and Passage creeks. The land in the vallies is principally limestone, and is well adapted to the cultivation of wheat, rye, Indian corn and oats, and is divided into small farms. Its staple articles are flour, bacon, beef, butter and iron. There are within it 34 manufacturing flour mills, 2 furnaces and 4 forges, for the manufacturing of pig metal into bariron, and another furnace and forge are now being erected. Its mineral resources have been but partially explored. Iron ore of the best quality abounds, copper, lead, cobalt and copperas have been found, but not in sufacient quantities to justify working them. There are several chalybeate and sulphur springs which are places of resort in the warm season.

THE VALLEY OF THE GOONEY is situated in the eastern part of the county, immediately at the western base of the Blue Ridge. It is bounded on the S. by the Hog-back mountain, which is one of the highest summits of the Blue Ridge, on the E. by the Blue Ridge; on the N. and W. by Dickey's hill and the Buck mountain, both of which, are spurs of the Blue Ridge. It is about 7 miles in length and 4 in breadth. The face of this action of country, is hilly and rugged, but the soil is sufficiently productive, and yields, when well cultivated, abundant crops of corn, wheat, rye, and yields, when well cultivated, abundant crops of corn, wheat, rye, and yields, when well cultivated, abundant crops of corn, wheat, rye, are clover and timothy thrive remarkably well on this soil, as plaster meadow land, there being scarcely a field that has not one or more streams of water passing through it. Almost every farmer has a spring of excellent mountain water near his door, and breathing a pure mountain atmosphere; the inhabitants are extremely healthy and robust, having uniformly estaped those periodical diseases which have been so fatal in other sections of Virginia. The principal stream is the Gooney, which is a creek of the largest class. It rises near the top of the Hog back, and running a N. W.

course about 12 miles, empties into the South River about 5 miles, above the town of Front Royal. It affords some fine situations for water-works, and moves several merchant mills and saw mills. The mountains, with which it is surrounded, afford an inexhaustible supply of excellent timber. There is a woollen factory, I common school, 2 churches (Methodist and Baptist) and several extensive distilleries of grain, -whiskey, plank and flour being the chief articles of export. This valley is thickly settled by a hardy, honest and industrious people. From the top of the Blue Ridge, at Dade's gap, nearly opposite the town of Washington, in the county of Rappahan: nock, there is a magnificent view of the eastern part of the county of Shenandoah (now Page) and of the county of Rappahannock. Near this place there is a remarkable rock called the Raven's Den, it having been occupied as the aerie of that wild bird from time immemorial. It is entirely inaccessible to man. Near Cheek's gap, Lann's run, a bold mountain current, a branch of the Gooney, forms a most beautiful cascade, the water falling 60 or 70 feet perpendicular. There is another beautiful cascade near Milford, formed by the stream which divides the counties of Shenandoah and Page; the wa-

ters of which fall about 100 feet at one perpendicular pitch. THE FORT MOUNTAIN. This name has been given to a range of mountains in the county of Shenandoah, which are, in elevation, about equal to the Blue Ridge. This range commences nearly opposite to the town of Newmarket, at which place it is called the Massanutten mountain, and extends in a direction nearly from S. W. to N. E. or in a line coinciding with the meanderings of the North branch of the Shenandoah river. Unlike the Blue Ridge, which is extremely fertile, and the greater part of which is susceptible of successful and profitable cultivation, this mountain is precipitous and rugged in the extreme, and is covered, for the most part, with a thick growth of oak, pine, hickory, chesnut, &c. Its forests afford a shelter for a great number of deer, bears, turkies and other game, with which the mountain abounds. Nearly opposite the town of Luray in the county of Page, its eastern base is washed by the South, and its western base by the North branch of the Shenandoah river. At this place the mountain torks, and instead of one, there are two distinct mountains, stretching in the same direction, and running parallel to each other. These mountains form what is termed the Fort. They have received the name "Fort Mountains," from the peculiar form of the valley which they enclose, which, with the addition of some slight military fortifications might be rendered impregnable. The only road which crosses this mountain is the one which leads from Luray to Woodstock, which is at the upper end of the Fort, and which at the expense of much labor is kept passable for light loaded carriages. The valley which is enclosed by these mountains, is, about 25 miles in length and about 3 in mean breadth. It is tolerably fruitful in grass, corn, rye, buck-wheat, potatoes, turnips, &c. At the upper end of the Fort, rises Passage creek, a large and very rapid mountain current, which works several fine merchant mills. Its whole length is about 30 miles. The Fort is supposed to be extremely rich in mineral ores, of which iron and copper are among its discovered mineral productions. There are in the Fort, several common schools, 2 Meeting-houses, 3 grist mills, 3 oil mills, a powder factory, several smith shops and a sufficient number of mechanics. The population is about 700 souls. In making an excavation for a well, a few weeks since, (Jan. 1834,) some fine specimens of petrifaction were discovered at a considerable distance below the present

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WESTERN VIRGINIA—SHENANDOAH.

HENANDOAH.

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surface of the earth. These petrifactions consist of toads, snakes, &c. in a state of entire preservation. The East and West Fort mountains terminate abruptly nearly opposite the town of Strasburg. The points opposite this place are the highest parts of the mountain, being about 1200 feet above the evel of the river. The entrance or mouth of the Fort forms one of the most awful defiles in America. The space between the mountains is barely wide enough for a narrow road, which runs on the bank and sometimes in the bed of the large and rapid creek which rushes impetuously over the rugged surface of its channel. On each side of the road the mountain rises so perpendicularly as to be entirely inaccessible. The East Fort mountain especially exhibits the most magnificent scenery, and rock piled on rock, from base to top, without a shrub to break the view, and bids defiance to the approaches of man. Here, in summer, may be seen great numbers of vultures basking in the sun, or with expanded wings inhaling the cooling breeze. In the caverns which are in this cliff, it is said these vultures remain in a torpid state during the winter. There are some of the finest landscape views from this mountain which can be imagined. At a point nearly opposite Woodstock, from the East Fort mountain, the South river presents the appearance of three distinct streams of water, crossing the valley from the western base of the Blue Ridge, to the foot of the Fort mountain. If an observer, station himself on the top of the East mountain, at the N. end, and look "down east" the beautiful valley of the South river is presented full to his view. The thrifty village of Front Royal with the adjacent country interspersed with elegant country villas, fertile farms and thick forests alternately meet the eye. If he look a little higher his horizon is bounded by the indented top of the Blue Ridge, which stretches N. and S. as far as the vision can extend; its surface from base to summit is beautifully diversified with cultivated farms and sloping woodlands. If he look W. into the probund abyse below him, he recoils with horror from the awful sight. If he station himself on the N. end of the West mountain, he has a full view of the valley of the North river. Strasburg, which is 4 miles distant, appears Throst under his feet. At a distance of 7 miles, he sees Middletown, 5 miles further he sees Newtown, and at a distance of 20 miles he sees the large and populous town of Winchester,—its stately dwellings and towering steeples glittering in the sun. A great part of the county of Frederick is seen in full perspective. But one of the finest landscapes in Virginia, and perhaps in the world, is seen from a point on the West Fort mountain nearly opposite Woodstock. Here, if the observer look towards "the far east," the blue brow" of the North mountain, which stretches N. and S. further than the eye can view, appears to peep into the clouds and to tower above them, many of which actually sail below its summit. The fertile valley which lies between the North mountain and Woodstock, is seen so distinctly, that a person who is acquainted with the country, may designate most of the farms which are seen from this point, the view from which, extends over a country about 15 miles in extent.

The town of Woodstock, which is about 5 miles distant, is seen so plainly, that the observer may count almost every house in that beautiful village. Between Woodstock and the mountain (Fort) lies the rich valley which is watered by the North branch of the Shenandoah. The river in its meanderings approaches very near the mountain, and then retreats a considerable distance towards Woodstock, where after making a turn it suddenly returns to the mountain without the bend at either place being perceived. Thus it

alternately approaches the mountain and recedes from it, until it presents the appearance of seven distinct rivers running parallel to each other.

The river at this place, is about 150 feet in width, and forms a beautiful sheet of water which sparkles in the sun like a stream of silver. which is enclosed by each bend of the river is, apparently about large enough for a beautiful farm, and the bottoms being abundantly fertile, the whole scene presents one of the most picturesque landscapes in the world. Shenandoah is an Indian name, signifying clear water, and like most of the Indian names is very appropriate, these rivers being remarkable for their. transparent waters. In 1831 part of this county which lies between the Blue Ridge and the Massanutten mountain was taken off, and with a small part of Rockingham county, formed into a new county called Page. When the county was first settled, about the year 1735, its population was composed principally of Irish and Scotch; but few of their descendants are now found within it, as the county became more settled, they were supplanted by Germans from Pennsylvania, and the greater part of its population, now consists of their descendants. They are a plain, frugal and industrious people. A few years since the German language was very much spoken and taught in the schools, but it is now rapidly giving place to the English, which is now universally taught in all the schools.

Population in 1820, 18,926—in 1830, 19,750. By the separation of Page the population is reduced to 14,000. This county belongs to the 14th judicial circuit and 7th district. Tax paid in 1833, \$3,506 09—in 1834, on lots, \$253 33—land, \$2,479 68—984 slaves, \$246 00—5,575 horses, \$334 50—22 studs, \$128 00—23 coaches, \$53 00—27 carryalls, \$27 00—16 gigs, \$12 65. Total \$3,534 16. Expended in educating poor children in 1832, \$1,512 16—in 1833, \$827 29.

TOWNS, VILLAGES, POST OFFICES, &c.

ALLEN'S CAVE. In the county of the beholder is struck with the singu-Shenandoah, a short distance from the lar beauty and regularity of the magthe extreme, being a thick forest of works of nature, is presented with one ledges and cliffs of limestone.

mouth is about 5 feet in width and 15 more than 150 feet, and of very conin height. After proceeding about 60 siderable width. The height of the feet, the explorer reaches what may roof or ceiling, varies from 10 to 50 be termed the vestibule of this grand or 60 feet, forming some of the finest work of nature, after which the floor arches that the eye ever beheld. The

town of Front Royal, is Allen's Cave, nificent arch, which is composed of which may with propriety, be styled solid lime. The cavity here is about a great natural curiosity. It is situat-ed on the right bank of the Shenan-Proceeding some distance, it becomes doah, about a quarter of a mile from very narrow and so low, that it is nethe river, in the side of a hill of concessary to stoop much in order to adsiderable elevation. The face of the vance. Upon emerging from this country in its vicinity, is romantic in narrow defile, the admirer of the oak, pine and cedar, interspersed with of the most magnificent scenes which the fancy can imagine. He finds The entrance into this cavern is by himself ushered into a vast room, the a gradual descent of about 45°. The extent of which, from end to end, is becomes comparatively level. Upon ceiling and walls of this apartment, looking back, towards the entrance, which is called Sarah's saloon, are

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covered with sparry incrustations extremity of the cavern. This chamance of pendant icicles; in other places concretions,—once clear as crystal they bear a strong resemblance to the now rendered dingy by the smoke. folds of drapery, and appear to hang It has several outlets, too small to adcataract in miniature. If a piece of right, called the labyrinth. After vabecomes as transparent as glass.

it reaches a large apartment, at the depths of this specious grotto, -while

which have been formed by the ber which is called the Sylph's dressdrippings of the water from the roof ing-room, is about the size of the sa-In some places, they have the appear-loon, with a lofty ceiling of sparry in festoons which art can neither rimit the body of a man; but it is proval or imitate. In some places the bable that if they were enlarged, they sparry stalactites resemble the most might lead to other rooms in this subbeautiful sculpture, at one point pre-terraneous abode, which it is possible senting the image of a magnificent and even probable, may extend to the pillar or colossal statue, at another river. Near the Fairy's bath, is a the curved and wavy appearance of a narrow passage, which turns to the the spar be thrown into a crucible or rious mazes and intricate windings even into a hot coal fire, it fuses, and under low arches, so contracted in breadth as to admit only one person It is, however, to be regretted, that abreast, the winding ceases, and the the most beautiful specimens of the explorer finds himself in a straight spar have been abstracted by the passage, about 40 feet in length, 3 in numerous visiters; and that, the walls breadth, and 7 in height, and which, and roof of Sarah's saloon, which without doubt, forms one of the most were once of the most glittering trans-beautiful, regular and symmetrical parency, have been blackened by the arches in the world. Issuing from smoke of the pine torches, which have this passage the explorer finds himbeen used in exploring it. Upon self in the ball-room, which is decidleaving the saloon, it becomes neces- edly the best room in the cave. The sary to ascend about 12 or 15 feet length is 160 or 170 feet, and the perpendicular, which is done by breadth at least 30 feet. Here, too, means of a ladder, at the top of which as in the other rooms, the hands of is a small room which is evidently vandal visiters, have torn off the the highest and yet the closest apart-ment in the cave, as the candles burn having robbed the cave of its glitterless freely here, than in any other ing ornaments, and deprived posteripart of the cavern. On speaking, or ty in a measure, of one of the most striking with the hand against the magnificent scenes that ever met the wall the sound is increased to an as-eye of man. The floor is of soft clay tonishing loudness. At the farther and remarkably level and smooth. Here, before the invention of dandies, reservoir of water of a circular shape, tights, corsets, balloon sleeves, prunella about 5 feet in diameter and 4 in depth, slippers, large combs and leghorn called the Fairy's bath, and within a flats, the beaux and belles of by-gone few feet of the bath, is a small basin days met, and held social parties, and called the Fairy's wash-bowl,—both while "mingling in the giddy mazes formed in the solid rock and full of of the sprightly dance," the foot and water of the most limpid clearness, hand kept time with the clarionet and After leaving this place, the passage violin; and the merry song, the wild forks. That passage which leads music, the free jest, the witty retort straight forward, passes through some and the hearty laugh, all telling of small rooms and narrow defiles, until enjoyment, reached the remotest

pleased echo caught the sound, and a fine stream running entirely thro' mirth and innocent amusement which water at various distances. were to be found in the ball-room of Allen's cave.

Even in these, our degenerate MOUNT JACKSON, P. O. 157 ms. days, the cave is still visited by hun-from R. and 113 W. of W. It condreds of persons who generally speak tains 8 dwelling houses, 1 Presbyin terms of the highest praise of the terian house of public worship, 1 wonders which they have seen in common school, I mercantile store, I this subterranean world. The extravern, I tanyard, I smith shop, and tent of this cavern has never been 1 boot factory. The country around ascertained—but it is supposed to be is a little broken, the soil gray and about 1200 feet.

from R. and 83 from W.

FORTSMOUTH, P. O. 147 ms. from STRASBURG, P. O. 153 ms. from R. and 83 W. of W. This village R. and 89 W. of W., situated in the at the mouth of which it is located, principal.) There are also 3 merand which is a great natural curiosi-ty,—the valley being formed by the taverns, I stone and I earthen ware Massanutten mountain, springing up manufactory, 4 tanyards, 5 cabinet on the west side of the Shenandoah makers, 1 turner, 4 blacksmith shops, river, commencing between New 1 plasterer, 3 bricklayers, 2 gun Market and Staunton, running south smiths, 5 tailors, 6 boot and shoe facwest and north east until it reaches a tories, and 4 cooper shops. Populashort distant below New Market,—it tion 470 persons; of whom 6 are then breaks off into two mountains, regular physicians. The inhabitants . the one running down the North and are principally Germans, of industhe other down the South branch of trious and economical habits. the Shenandoah river. These two NEW MARKET, P. V., delightfully mountains form Powell's Fort, which situated in the great valley of Virreceives its name from an individual ginia, between the Massanutten and who it is said was the first settler North mountains, 120 ms. W. by S.

reverberating from grotto to grotto, it called Passage creek, on which told the deities of the place, of the are situated many springs of pure

MOUNT HOPE, P. O. 144 ms. from R. and 80 S. W. by W. of W.

out 1200 feet.

CEDAR CREEK, P. O. 162 miles ing Indian corn, wheat and oats tol-

erably well,

is pleasantly situated in a narrow northern part of the county, on the valley, and in the fork of the North North branch of the Shenandoah and South branches of the Shenan-river, immediately on the main road doah river, surrounded on the south leading from Woodstock to Winchesand west by the Fort mountain. It ter, 12 ms. N. of the former and 18 contains several dwelling houses, 1 S. of the latter. This is a healthy manufacturing flour mill, 1 saw mill, and thriving village, containing 78 1 distillery, and various mechanics dwelling houses, 3 houses of public Population 30. There are in the im- worship, (1 Presbyterian, 1 Lutheran, mediate vicinity two houses of public and 1 free for all denominations,) 3 worship, the one Baptist, and the orh-schools, including an academy, {a er free for all denominations. It is handsome building with a valuable distant 25 ms. from Winchester and lot of land attached, on which has 18 from Woodstock. Fortsmouth been erected out of the income an derives its name from Powell's Fort, excellent house as a residence for the

NEW MARKET, P. V., delightfully within the fort. This Fort, as it is of W. and 150 ms. N. W. of R., in called, is thirty miles in length, with lat 38° 36' 30" N. and long. 1° 37'

W. fre betwee and Sta from e leading ton a Thorns Freder valley was for is at th in leng dred d lation o are rei well lai a direct Massan distant houses theran. large ar my, in branche tion, 1 h 5 stores ney, and There is of the sa cal pursi er exten here in $tion{-1}$ machine: cabinet r tanneries ing estab 4 boot an factories. I coppers 2 gunsm smith, 1 maker, 1 ries, at or superior There are for the ma bar iron, time in ac try around best qualit The N

eam running entirely than Passage creek, on which ted many springs of pure rarious distances.
T Hope, P. O. 144 ms. from 0 S. W. by W. of W. T JACKSON, P. O. 157 max and 113 W. of W. It conuse of public worthin I school, I mercantile more, I tanyard, I smith shop and tory. The country aread broken, the soil gray and ordinary quality. produce in corn, wheat and care tol-

BURG, P. O. 153 me ferme W. of W., situated to the part of the courty, en the anch of the Sheres load mediately on the main book om Woodstock to Wiss how latter. This to a heart of latter. This is a heart of houses I because of prince . I Batapatanar p Facerone er fat all downstrate men! enduding an east or ? be estated to the selfer between the self of and out of the pressure se Louise as a residence for the) There are also 2 and tores. I apollocally shop & I stone and I care were ory, 4 moyards, 5 minus 1 turner, 4 blocksmak elson or, 3 bricklopers, 2 are cailors, 6 best and chan to d 4 cooper shape Propuls personnt of where the a hypicians. The calminature ipally theremen of miner i economical labor. MARKET, P. V. del gheling in the great valley of Var ween the Massacras and aunthins, 120 rs. W. 53

" 30" N. and bed 1" "

W. from W. It is a central point doah river runs within a mile of the between the towns of Winchester town on the western side; and is naand Staunton, being 50 miles distant vigable at high water for boats carfactories, 1 silversmith and jeweller, a beautiful spectacle. 1 coppersmith and tin plate worker, Among the rocks of this country 2 gunsmiths, 2 blacksmiths, 1 lock-are the blue and grey limestone, best quality.

from either place. The main road rying one hundred barrels of flour leading from the counties of Pendleto to the Plain Mills 2½ miles above the ton and Hardy, eastward across town; but the navigation is some-Thornton's Gap in the direction of what hazardous, as the river is pas-Fredericksburg, intersects the great sable for boats of this burden only valley road at this place. The town during a freshet. The Massanutten was founded about the year 1784. It mountain on the east of the town is at this time three-fourths of a mile presents a beautiful and unbroken in length, containing above one hun-view to the eye of an observer, free dred dwelling houses, with a population of 700 persons. The streets tains, to obstruct his sight, for many are remarkably level, straight and miles in extent, presenting upon the well laid out, bearing south 25 west, whole a spectacle highly grand and a direction nearly parallel with the picturesque. There is a cascade on Massanutten mountain and two miles this mountain about 3½ miles from distant from its base. There are 3 the town, which as it appears not to houses of public worship, viz. 1 Lu- be embraced in any written account theran, 1 Baptist, and 1 Methodist, 1 of the State, deserves to be noticed .large and commodious brick academy, in which is taught all the beautiful sheet ef water falling from branches of liberal and polite education. tion, I book and job printing office, The large table rock over which the 5 stores, 3 taverns, 1 resident attorney, and 4 regular physicians.—
There is perhaps no town in the state tire and unbroken sheet of several of the same size, where the mechani- yards in width, which it retains until cal pursuits are carried on to a great- if strikes the bottom, sufficiently far er extent than in this. There are from the perpendicular for a person here in active and extensive operato pass conveniently between that tion-1 manufactory of threshing and the sheet of water, without danmachines, &c., 2 wheelwrights, 4 ger of getting wet. This falling cabinet makers and house-joiners, 4 sheet of water is so perfectly transtanneries, 2 saddle and harness mak-parent, that it may be seen for several ing establishments, 2 chair factories, hundred yards, glistening thro' the 4 boot and shoe manufactories, 3 hat thick surrounding woods, presenting

smith, 1 sleymaker, 1 saddle-tree slates, sand-stone and burr-stone.—maker, 1 diaper weaver, and 2 potte- The adjacent country is famed for its ries, at one of which stone ware of a superior quality is manufactured. There are also in the vicinity 2 forges grass. No country can boast more for the manufactory of pig metal into of its healthy situation than this; in bar iron, both of which are at this short nothing seems to be wanting time in active operation. The country to render it among the most desiratry around abounds in iron ore of the ble sections of country in the State, but a facility of access to market, The North fork of the Shenan and whenever that is given, it may

be confidently predicted, that no part |S. W. of W. in lat. 38° 51' N. and

dustry.

tablished fulling mill, and 2 wool tion, manufacturing pig metal into May, August and November. pendant on it for support.

WOODSTOCK, P. V. and seat ber. of justice, 156 ms. from R. and 1001

of the United States will present long. 1° 34' W. of W. C., situated on greater rewards to enteprise and in the main valley road 32 ms. S. S. W. of Winchester and about 1 mile STONY CHEEK, or SHRYOCK, P. W. of the North Fork of the She-O. 162 ms. from R. and 105 S. W. nandoah river. It contains besides of W., situated on Stony creek, near the usual county buildings, 118 dwelthe North Fork of Shenandcah ling houses, 3 houses of public wor-The creek empties into the river one ship, (1 Lutheran, 1 Methodist and 1 mile E. of this place. It is distant German Reformed,) 1 Masonic Hall, 8 ms. S. S. W. of Woodstock, and 1 handsome brick academy, 3 other 35 in a similar direction from Winschools, and 2 sabbath schools, 1 chester. This village contains 17 printing office from which a weekly dwelling houses, 2 mercantile stores paper is issued, 5 mercantile stores, 1 house of public entertainment, 1 2 taverns, 3 tan yards, 4 saddlers, 2. rifle manufactory, and 1 blacksmith hatters, 5 boot and shoe factories, 5 shop. Population 130 persons; of house joiners and carpenters, 3 whom 1 is a physician. The land wheelwrights and chair makers, 4 is fertile, producing well all the ordi-tailors, 2 smith shops, 1 earthen and nary staples, and the county is thick | 1 stone ware manufactory, 1 watch ly settled. Stoney creek is a bold maker and silver smith, 1 wagon stream, affording some excellent sites maker, 1 tin plate worker, 2 saddlefor manufactories. There are locat-tree makers, 2 saddle-tree platers, 2 ed on it, and within 2 miles of the bricklayers and masons, and 2 plasvillage, at various distances, a consilterers. Population 950 persons; of derable number of dwelling houses, whom 3 are resident attorneys, and 2 extensive manufacturing flour mills 4 are ministers and 3 regular physi-2 grist mills, 7 saw mills, 1 well es- cians.

County Courts are held on the. carding machines, 1 still-house, 1 Monday before the 2d Tuesday in tannery, and 1 forge in active opera- every month; Quarterly in March,

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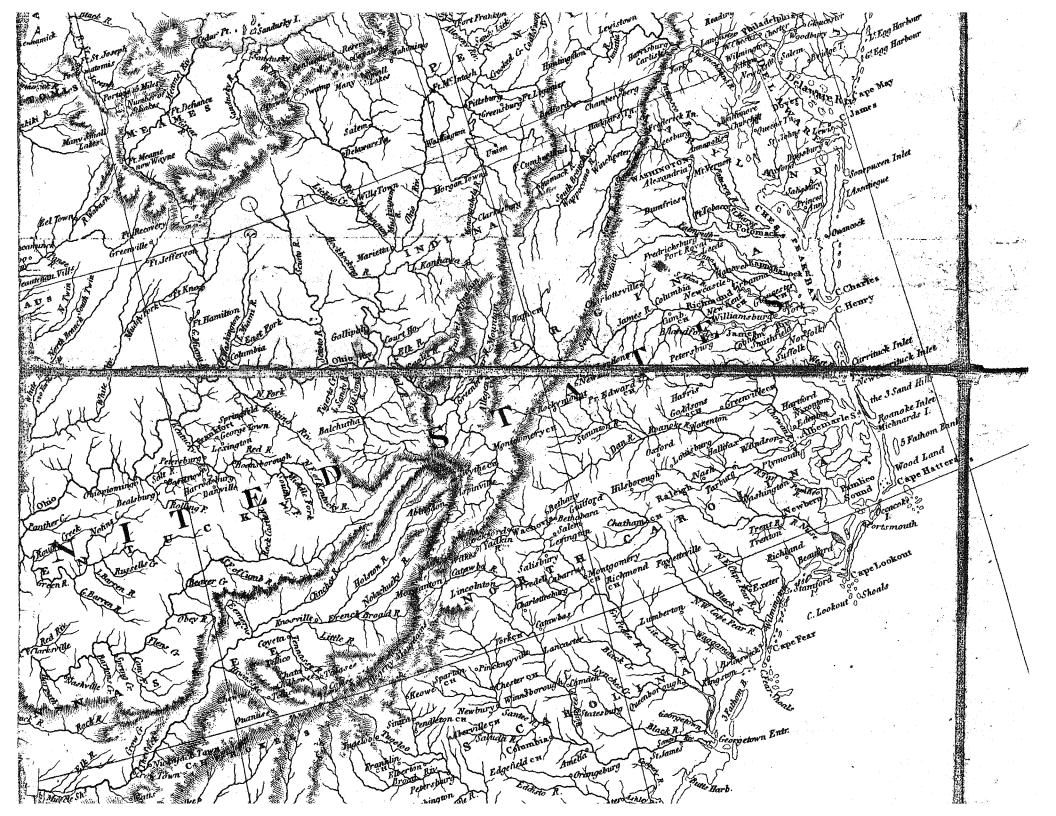
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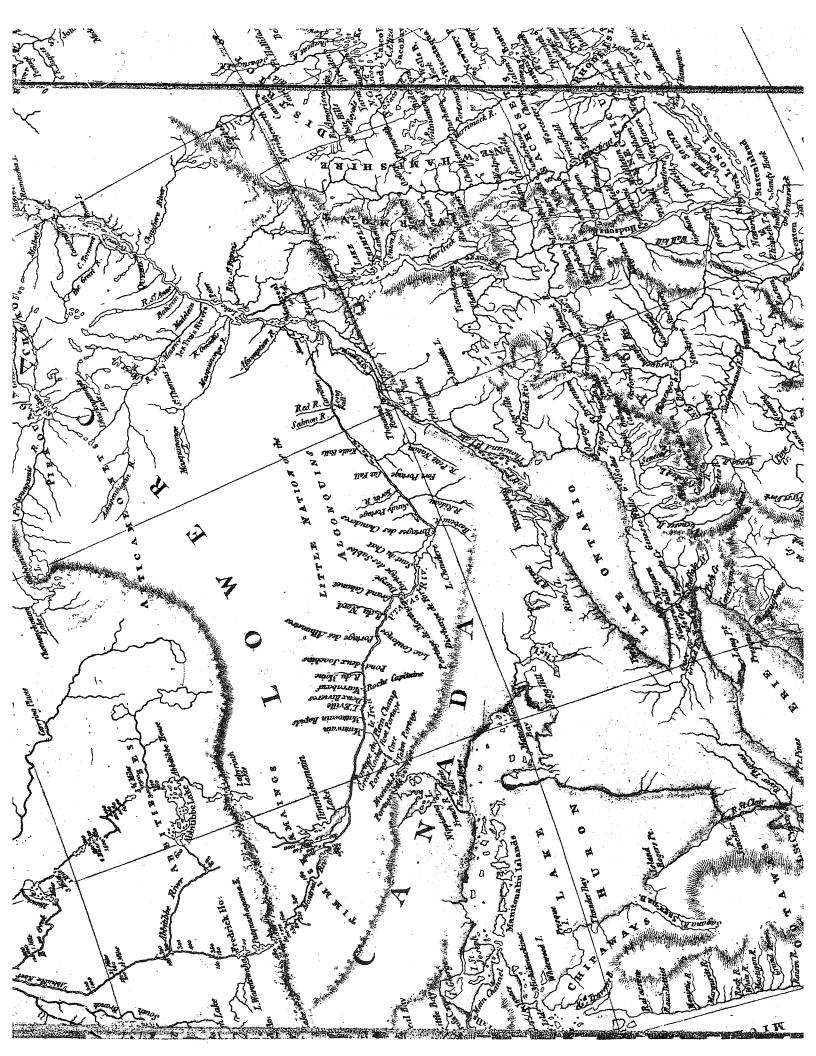
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bar iron, and I furnace called Co- JUDGE SMITH holds his Circuit LUMBIA, with about 200 persons de Superior Court of Law and Chance ry on the 9th of April and Septem?

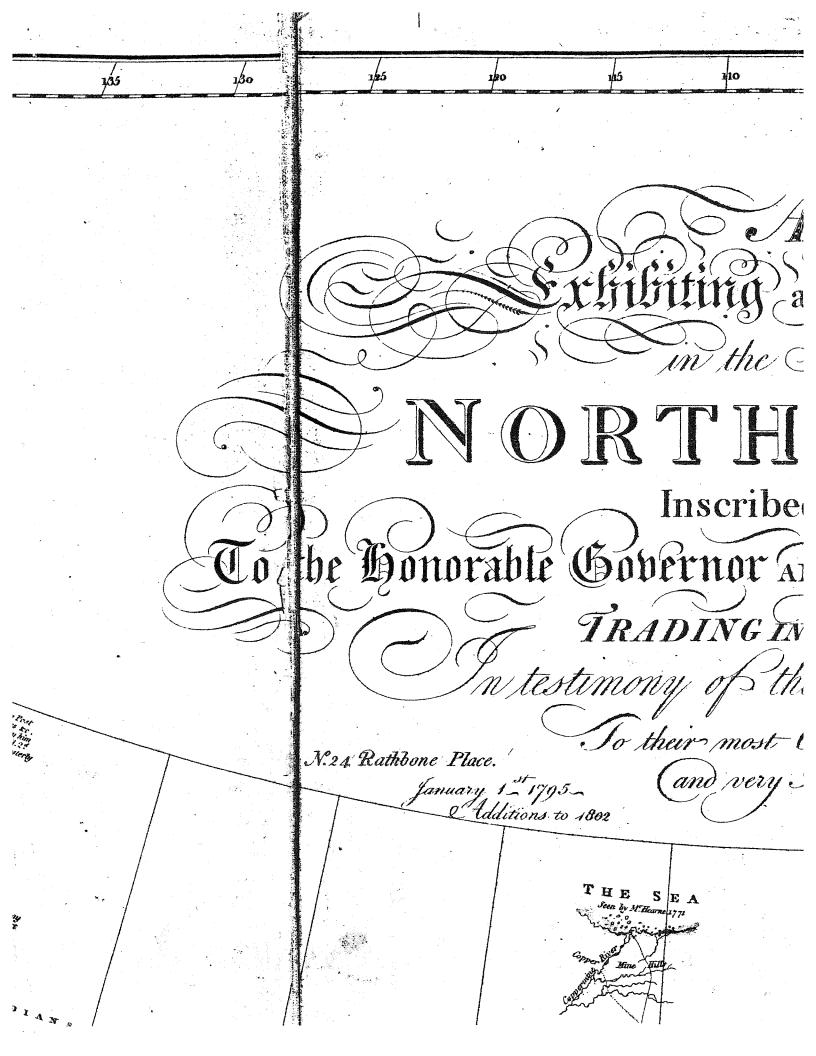
SMYTH.

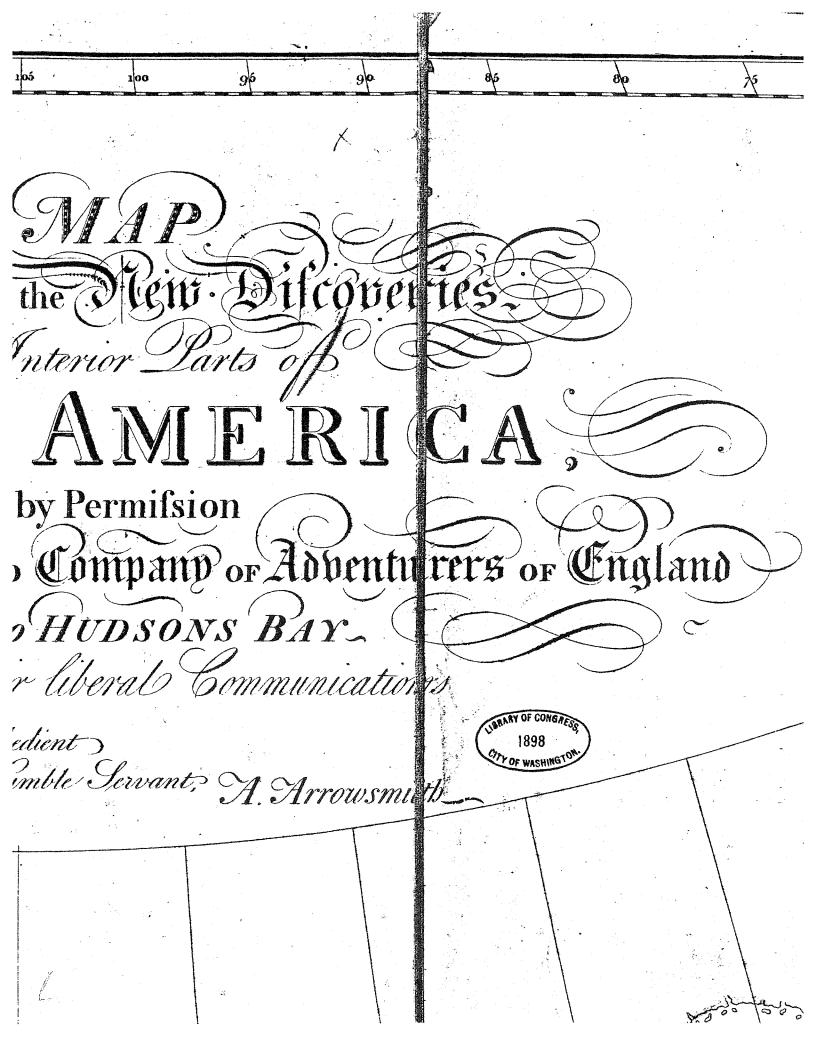
SMYTH was created by act of Assembly in 1831, and formed from a portion of Washington and Wythe. It is bounded W. by Clinch mountain separating it from Russell,—N. W. and N. by the same mountain, separating it from Tazewell,-N. E. and E. by Wythe,-and by the Iron mountain separating it from Grayson S. E. and S. It is located on the head waters of Holston river. The eastern line dividing Smyth and Wythe crosses within fifty yards of the head spring. The county is divided into three valleys, the North South and Middle Forks of the Holston running parallel with the different valleys. The North Fork rises between Clinch and Walker's mountains, pursues a northerly course some













United States Senate

WASHINGTON, D.C. 20510

ARMED SERVICES COMMITTEE
Chairman, Strategic and Theater Nuclear Forces
Subcommittee

ENERGY AND NATURAL RESOURCES COMMITTEE Chairman, Energy and Mineral Resources

RULES AND ADMINISTRATION COMMITTEE
JOINT COMMITTEE ON PRINTING
REPUBLICAN SENATORIAL COMMITTEE

Rec'd 3:00 PM 1/10/81

July 10, 1981

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

SUBJECT: Notice Number 371

Federal Register
Volume 46, Number 70

SHENANDOAH VALLEY VITICULTURAL AREA

Dear sir:

I vigorously object to, and state my strong opposition to, approval of any rule by the Bureau of Alcohol, Tobacco and Firearms (ATF) establishing a viticultural area in Amador County, California, known as "Shenandoah Valley," as petitioned by grape growers in that county.

In your Notice of Proposed Rulemaking published in the Federal Register, you indicated: "ATF feels that the establishment of viticultural areas and the subsequent use of viticultural area names as appellations of origin in wine labeling and advertising will help consumers identify wines they may purchase."

You also indicated in your Notice that regulations governing the establishment of viticultural areas, to be used as an appellation of origin on wine labels and in wine advertisements, require "Evidence that the name of the proposed viticultural area is locally and/or nationally known as referring to the area specified in the petition (Emphasis supplied)."

In your Notice, you further indicated, "The Bureau is very concerned about the likelihood of consumer confusion concerning grape origin if the name, 'Shenandoah Valley,' is used to identify this viticultural area (in Amador County, California) (Emphasis supplied)."

Because of the long-established and well-deserved national and international fame and renown of the Shenandoah Valley of Virginia, and the purely local use of the name, Shenandoah Valley, for a small portion of Amador County, California, any use of "Shenandoah Valley" on labels for wine originating anywhere but in Virginia would be utterly confusing, totally misleading, and

tantamount to a "legalized fraud" on the American wine-buying public. The result would be the same even if wine labels indicated, however prominently, that California, and not Virginia, was the location of a Shenandoah Valley Viticultural Area. There could be no other result except with residents of the Amador County region of California, and perhaps with those persons who are extremely knowledgeable about California wines.

The word, "shenandoah," means "the daughter of the stars" in the language of American Indians indigenous to the Shenandoah Valley of Virginia long before European settlers arrived there. These Amerinds applied the name, "Shenandoah," to that region of Virginia as early as the early 16th century. Since that time, the name, "Shenandoah," has been used to identify:

- -- The 150-mile-long Shenandoah Valley of Virginia, known throughout the world as a place of beauty, charm, history and natural wonders; bounded by the equally famous Blue Ridge Mountains to the east and the Alleghenies to the west.
- -- The celebrated Shenandoah River, a 55-mile course which flows northeasterly through the Shenandoah Valley of Virginia before it reaches a confluence with the Potomac River at Harpers Ferry, West Virginia.
- -- The Shenandoah Mountains, a mighty range of the Appalachian chain shared by Virginia and West Virginia.

These identifications are universal. They are contained on every map of the area, both those official maps published by the Commonwealth of Virginia and by the federal government, and those commercial maps distributed by gasoline companies and motor clubs, among others such as the authoritative National Geographic Society.

In contrast, that area of Amador County, California, known locally as the Shenandoah Valley does not enjoy such universal identification. The Amador County petitioners, in support of their claim, present only federal soil survey and topographic maps usually of interest only to local residents. While these maps indicate a Shenandoah Valley in Amador County, other maps distributed by the State of California, gasoline companies, motor clubs and the National Geographic Society do not.

This is clear evidence that the name, Shenandoah Valley, is associated with Virginia, not California.

In addition, telephone listings for Amador County, California, and the Shenandoah Valley of Virginia indicate decisively that the names, "Shenandoah" and "Shenandoah Valley," are more Virginia's "property" than California's.

Telephone directories for areas of the Shenandoah Valley stretching from the Virginia-West Virginia state line on the north to Roanoke County, Virginia, on the south show:

- -- 51 listings for organizations, businesses, government entities and institutions, churches, clubs, schools and the like bearing the words, "Shenandoah Valley," in their names or titles.
 - -- 183 similar listings bearing the word, "Shenandoah."
- -- 30 similar listings using a "short-form" version of the words, "Shenandoah Valley" or "Shenandoah," such as Shengas, Shenval or Shen-Val.

Included in these Virginia telephone listings are:

- -- Shenandoah County, Virginia.
- -- The town of Shenandoah, Virginia.
- -- Shenandoah National Park.
- -- Shenandoah College and Conservatory of Music in Winchester, Virginia.
- -- A newspaper, the Shenandoah Valley Herald in Woodstock, Virginia.
- -- Shenandoah Valley Magazine, which is published in Staunton, Virginia, and circulates throughout the Shenandoah Valley of Virginia.
- -- Headquarters of the Shenandoah Valley Apple Blossom Festival in Winchester, Virginia.
 - -- Shenandoah Bible College in Roanoke, Virginia.
 - -- Shenandoah Valley Airport in Harrisonburg, Virginia.
- -- Offices of the Shenandoah Valley Home Builders Association in Harrisonburg, Virginia.
 - -- Shenandoah Valley Academy in New Market, Virginia.
- -- Offices of the Shenandoah Valley Travel Association in New Market, Virginia.

Lastly, and not insignificantly, the telephone directory for Shenandoah County, Virginia, contains the listing for Shenandoah Vineyards in Edinburg, Virginia, part of a small but thriving industry for the growing of wine grapes in the Shenandoah Valley of Virginia.

In contrast, the telephone directory for Amador County, California, according to the Congressional Research Service of the Library of Congress, shows only one listing for anything bearing the "Shenandoah" name: Shenandoah Vineyards in Plymouth, California.

If ATF establishes a Shenandoah Valley Viticultural Area in California, it would create the ludicrous situation in which a Virginia vineyard named Shenandoah, in a Virginia county named Shenandoah, in a Virginia valley named Shenandoah would be precluded from use of the "Shenandoah Valley" name on its own wine.

The Amador County, California, petitioners, in support of an effort to show historical and current usage of the name, "Shenandoah Valley," in their area, have submitted two citations:

- -- An 1881 book, "History of Amador County" by J. D. Mason, which, according to your Notice of Proposed Rulemaking, "mentions choice grapes being grown in the Shenandoah Valley."
- -- A 1927 book, "Amador County History," which your Notice indicates "refers to this area as Shenandoah Valley."

In contrast, the Loan Division of the Library of Congress informs me that the Library's official catalog contains listings of:

- -- 88 books devoted solely to the Shenandoah Valley of Virginia.
 - -- 37 books devoted solely to Shenandoah National Park.
- -- 25 books on the military campaign in the Shenandoah Valley of Virginia during the War Between the States.
 - -- 6 books devoted solely to Shenandoah County, Virginia.

That is a total of 156 books devoted solely to the Shenan-doah Valley of Virginia, Shenandoah National Park and Shenandoah County, Virginia, as compared with only two which make only passing reference to a Shenandoah Valley in Amador County, California. This contrast could lead one only to the conclusion that the Shenandoah Valley is fixed in the public mind as situated in Virginia, not California.

I might point out that the California books, apparently compiled by local Amador County historians and archivists, obviously were printed for Local consumption and not national distribution.

Further, two songs have been written about the Shenandoah Valley of Virginia. None have been written about the California Shenandoah Valley.

In 1944, the Charles Ridgway Studios in Hollywood, significantly in California, published a song, "In the Shenandoah Valley (Down Virginia Way)," with words and music by Edna L. Smith. The words of that song are:

"I've had to roam far from home, Away in many places. "Still I always see that place for me And that place is In the Shenandoah Valley Down Virginia way.

"I can hear the Bob-white Calling me home to stay Where the honeysuckle perfume Sweetly fills the air.

"There's a little cottage waiting Soon for us to share In the quiet of the evening 'Neath the sunset's purple glow.

"We will watch the shadows playing On the mountains from below. 'Tis then that I will tell you All I long to say In the Shenandoah Valley Down Virginia way!"

In 1947, Acuff-Rose Publications, Inc., published another song about the Shenandoah Valley of Virginia. It is "Shenandoah Waltz," with words by Clyde Moody and music by Robert R. (Chubby) Wise. The words of this song are:

"In the Shenandoah Valley of Virginia Lives a girl who is waiting just for me. Oh, how many times we've waltzed in the moonlight And in her lovely arms I long to be.

"I miss her smile in the moonlight. I know she misses me, too. In the Shenandoah Valley of Virginia I know that her love for me is true."

The song was an instant hit. Moody, who at the time was known as "The Hillbilly Waltz King of the World," is quoted in a book, "Winning Love Songs," as follows:

"Chubby Wise and I wrote this song one day while drinking coffee in my kitchen. Chubby wrote the music and I wrote the words. I had gone through the Shenandoah Valley of Virginia, playing dates there. I think it's one of the most beautiful spots there is. I did then and I still do. I said to Chubby, 'There's never been a song that I know of about the Shenandoah Valley of Virginia.' The very first time I performed the song on the Grand Ole Opry, I received an encore. It was a success then and has become a standard waltz in country music."

It still is. "Shenandoah Waltz" is still heard today at country music gatherings and on country-music radio stations. Its popularity through the years is part of the widespread public perception associating the Shenandoah Valley with Virginia rather than with anywhere else.

"Country Roads," a tremendously popular song of a few years ago when it was recorded by John Denver and Ray Charles, has reinforced the public's association of the Shenandoah Valley with the East. The opening lines of that song are:

> "Almost heaven, West Virginia, Blue Ridge Mountains, Shenandoah River."

Denver has been quoted publicly that the song really was about Virginia, but that West Virginia was used in the words to fit the music. He should have used "Old Virginia."

The brisk travel and tourism business done in the Shenandoah Valley of Virginia also reinforces a broad public perception of the Shenandoah Valley as part of Virginia. Each year, millions upon millions of tourists flock through the Shenandoah Valley of Virginia to visit such places as:

- -- The final resting grounds of Robert E. Lee and Stonewall Jackson in Lexington, Virginia.
- -- Natural Bridge, once owned by George Washington and one of the several natural wonders of the world.
- -- The birthplace of President Woodrow Wilson in Staunton, Virginia.
- -- Skyline Drive and the Blue Ridge Parkway, which alone attract 16 million visitors.
- -- The Hall of Valor at New Market, Virginia, a survey of the War Between the States.
 - -- A host of awe-inspiring caverns and caves.

- -- The annual Apple Blossom Festival in Winchester, Virginia.
- -- Shenandoah National Park, which draws 3 million visitors to Virginia each year.

Travel and tourism is a business amounting to more than \$300 million a year in the Shenandoah Valley of Virginia. It is extensively promoted by the Commonwealth of Virginia and by the Shenandoah Valley Travel Association, as well as by tourist attractions in the Shenandoah Valley of Virginia. This promotion also reinforces the Virginia identity of the Shenandoah Valley.

In addition, the Amador County, California, petitioners have noted in support of their claim that an area school in California has included "Shenandoah" in its name. In Virginia's Shenandoah Valley, at least three educational institutions use the "Shenandoah" name: Shenandoah College and Conservatory of Music in Winchester; Shenandoah Bible College in Roanoke, and Shenandoah Valley Academy in New Market.

In a very real sense, Congress already has made a strong indication that the name, "Shenandoah," belongs in Virginia. It did so in 1926 when it authorized that the Shenandoah National Park be established in Virginia. The Shenandoah National Park has been operated by the National Park Service since 1935 -- in Virginia, not in California or anywhere else.

In conclusion, the factors discussed above present a compelling case that public perception and association of the Shenandoah Valley with Virginia are pervasive. That perception and association extends throughout America. Down through the generations, it has been reinforced through books, songs, films, the study of history and tourism.

Even the Shenandoah Valley in Amador County, California, is associated in a very real way with the Shenandoah Valley of Virginia. It is from the Virginia valley that the California valley got its name. No area anywhere in the United States would be called "Shenandoah" had not some American Indians had a word meaning "the daughter of the stars" and applied it to a portion of Virginia.

The evidence is abundant and very clear that reference to a section of Amador County, California, as the Shenandoah Valley is non-existent nationally and seldom even in Amador County.

The evidence also is abundant and very clear that reference to a portion of Virginia as the Shenandoah Valley is nationally and locally accepted by most Americans; that nearly all Americans readily associate the Shenandoah Valley with Virginia, and not with California, and that the use of the term, "Shenandoah

Valley," in the advertising, labeling and sale of any product other than those of the Shenandoah Valley of Virginia, would be misleading and grossly deceptive beyond correction.

To establish a Shenandoah Valley Viticultural Area anywhere but in Virginia would:

- -- Create profound and widespread confusion among consumers as to the origin of wines labeled "Shenandoah Valley."
- -- Controvert established ATF regulations, contrary to overwhelming evidence, that the name proposed for a viticultural area "is locally and/or nationally known as referring to the area specified in the petition."
- -- Deprive Virginia grape growers and winemakers of the use of the name, "Shenandoah Valley," which the above evidence so clearly shows "is locally and/or nationally known as referring" to part of Virginia and to nowhere else.

I request and strongly urge you to dismiss and reject the petition to establish a Shenandoah Valley Viticultural Area in Amador County, California.

I further request and strongly urge you to take this action promptly and without additional proceedings, such as public hearings on the petition, which would only further waste taxpayers' money.

In short, the evidence is clear, abundant, compelling and overwhelming for dismissal of the Amador County petition. To proceed further would be a needless, foolish and ridiculous squandering of federal tax revenues at a time the President, his Administration and the Congress are struggling mightily to reduce government spending, balance the federal budget, reduce inflation, and return the Nation to a sound economic footing.

Thank you for your attention to these comments.

Yours respectfully,

John W. Warner

JWW:whk Enclosures

cc: The Honorable Donald T. Regan

Mr. G. R. Dickerson

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	Shenton William Middleway	725 2407
Senseney James E 530 S George	Snepherd Bonnie Opequon Ranch	725-6289
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Seven-Eleven Rt 45	Won Thru Fri After 4:30 PM And Sat After	er
Seven-Eleven Food Store 110 S Mildred 725, 0055	12:00 Noon And Sun Call	07/ 07/
Seven-Eleven Food Store Rt 340 725-0017	Boteler Men's Residence Gardiner Women's Residence	876-2516
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Seventh - Day Ady Church Summit Pt Dd 725 7030	Kenamond Wen's Residence	876-2518
Shackelford Suzanne J Billmyer Rd	Library	876-6775
Shackleford William Rt 3 876-6428 Shackleford Naomi E Patrick Henry Way 725-1538	Nurse	876-2510
Slidckleford K. G. Fairtax Blvd 725, 2722	President's Residence Ram's Den	876-2083
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Shade Ronald Middleway. 7725-8677 Shade Samuel C Jr. 876-6247	Shepherd College Dining Hall	276 2225
Shade Samuel C. Sr 974 4220	Shepherd G Thomas Bakerton	876-6552
Shade William B. Bardane 725, 9626	Shepherd Henry Bellevue Farms Shepherd James West Ridge Hills	876-6960
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SHADE'S CIRCLE SHELL N Mildred 725-7514	Sugnierasiown Corp III	
Shadrach Maxine Rt 9	City Hall Business	876-2312
SHADY ACRES Rt 51 725-5201 Shady Hill Orchard Rt 1 535-6515	MIGAOL & MILICE	074 2212
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Shelton Annie Patrick Henry Way 725-3003	Shiflett Roy 5th Av	725-5066
Shelton Benjamin F Jr Bolivar	Shiflett William R 403 E 12th Av	725-4413
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SHENANDOAH COLLECTION SERVICE INC	Shinanek Edward C Shannondale	725-5290
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SHENAHUUAH FEDERAL SAVINGS & LOAN	Shibe Scott Shenandoah Inctn	725 2057
ASSULIATION Hilldale Shopping Center 725-9787	Suitey Donald L. Hidden River	725-4014
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Shenandoah Junction Enlarged U.M. Charge	Shirley Harry L Jr Middleway	725-4970
SHENANDOAH MOTEL INC	Shirley Harry L Sr Middleway	725 7660
E Washington 725-2007	Surrey Kobert Widdleway	725-3260
SHENANDUAH MOTORS RIOW 725-4444	Shirley Koy J. Shenandoah Jacta	725-7240
SHENANDUAH QUARRY INC	Shirley Sam 824 Jefferson Av	725-8223
Blair Rd Millville 725-8411	Shirley I hurman L. Middleway	725-4700
SHENANDOAH TREE SVC	Shobe Charles Bakerton	.876-2078
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Shade Hilda R Arden		Shawyer Loretta K 506 E Race St267-8462 Sheaff J 104 Kent Terr263-4551
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Shade Lillian Mrs Tomahawk		Sheffler Dave Ridge Rd263-8576 Sheldon Raymond G Jr Johnsontown754-8850
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Shade M C 306 East St		Shelley Harry D Golf Club Rd267-4038
Shade Martha Glengary		Shelley Marie Mrs 202 Church754-3247 Shelton David A Gerrardstown229-3273
Shade Melvin R Jr Bunker Hill		Shelton Lawrence Sulphur Springs Rd ——————229-5661
Shade Meredith L Mike 124 S Valley		Shenandoah Agri-Air
Shade Merle Wm 1003/2 East Rd Shade P L Shepherdstown Rd		Martinsburg Municipal Airport — 263-1632
Shade Preston C Arden		SHENANDOAH BIBLE BAPTIST CHURCH US Rt 11263-3461
Shade Ralph R Inwood		Shenandoah Cabinet Co
Shade Scott C Showers La		Wheatland Shopping Center 263-7900
Shade Tevis Hedgesville ———————————————————————————————————		Shenandoah Collection Service Inc Of
Shade Thomas L Jones Spring		Martinsburg Professional Bldg263-4991 Shenandoah Enterprises Inc
Shade Vernon R Jr orchard Rt 1	229-5811	Berkeley Plaza Shopping Center 263-9196
Shade Wm E Cedar Grove		Shenandoah Federal Loan Servicing Dept
Shade Woodrow T Airport Rd Shade Woodrow W 1137 Winchester Av		630 Winchester Av - 263-8855
Shader David G Gerrardstown		SHENANDOAH FEDERAL SAVINGS AND LOAN ASSOCIATION—
Shadwick James W Inwood	229-5921	617 Winchester Av
Shady Rest Motel Rt 11 North		305 N Washington St Berkeley Springs258-4343
Shaffer Edward B Airport Rd Shaffer Fred E 112 Old Mill Rd		Hillsdale Shopping Ctr Charlestown Martinsburg Tel No 263-6776
Shaffer James 114 Old Mill Rd	263-8409	SHENANDOAH GAS CO-
Shaffer John H Falling Waters		Main Ofc Winchester Va Martinsburg Tel No 263-3366
Shaffer K C Eagles School Rd Shaffer Thomas L 400 Lawn St		Main Ofc Winchester Va Martinsburg Tel No 263-7193 Nights Sundays & Holidays Call 263-3366
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## SHENGAS CORP An Amerigas Subsidiary 327 N Royal Av. 635-3556 For Emergency Service 635-3556 Shenk Carson 319 Duncan Av 636-9449 Shenk Fred D 1704 N Royal Av 636-2744 Shenk Gary L 708 Virginia Av 635-2203 Shenk John 106 W 18th 635-8386 ## SHENK'S RUSCO WINDOW CO 518 N Royal Av 635-3447 Shepherd Carroll W Sr Guard Hill Rd 635-5963 Shepherd Gladys Mrs Cedarville Va 635-4735 Shepherd Harold E Shenandoah Farms 635-8593 Shepherd Larry A Happy Creek Rd 635-3024 Shepherd Sarah-Rich Browntown 636-2684 Sheppard Manly Skyland Estates 636-6917 Sherman Elizabeth Dr Ofc 400 Virginia Av 635-2430 If No Answer Call 636-6101 Res Luray Av 635-2430 Sherman John M 312 W Main 636-1232 Sherri Company Strasburg Rd 635-2072 Shifflett Bennie L Strasburg Rd 635-5431	801 Rodney Av. 636-6408 Shumate Nelson 140 W 17th 636-2091 Shuta Anthony 723 W 13th 636-1416 Shute Richard M Rt 658 636-2769 Sibert Edgar S Rt 613 635-5807 Sibert Randell Rt 619 636-6064 Sibert Raymond Rt 608 635-3627 Sifers Larry V Shenandoah Shores 635-4405 Siford William 202 Blue Ridge Av. 635-4376 Signal Knob Store Rt 55 W 636-2790 Silek Abe 725 Woodlawn Av 635-3347 Silek Frank I 306 Brown Av 635-8774 Silek George 295 W Main 635-3463 Silek Joe Dungadin Subdv 635-5037 Silverman Steven Rivermont Dr 636-2017 Silveus Anna M Strasburg Rd 636-6382 Silvus Dale Rivermont Dr 636-1008 Simar Ronald P RMA 635-7060 Simmons Earl Rt 619 635-4740 Simmons Robert John Marshall Hy 635-3356 Simmons Scott Dungadin Subdv 636-9235 Simmon Robert Rt 615 635-5385 Simonpietri A J Jr 528 S Royal Av 635-2384
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## SHENGAS CORP An Amerigas Subsidiary 327 N Royal Av. 635-3556 For Emergency Service 635-3556 Shenk Carson 319 Duncan Av 636-9449 Shenk Fred D 1704 N Royal Av 636-2744 Shenk Gary L 708 Virginia Av 635-2203 Shenk John 106 W 18th 635-8386 ## SHENK'S RUSCO WINDOW CO 518 N Royal Av 635-3447 Shepherd Carroll W Sr Guard Hill Rd 635-5963 Shepherd Gladys Mrs Cedarville Va 635-4735 Shepherd Harold E Shenandoah Farms 635-8593 Shepherd Larry A Happy Creek Rd 635-3024 Shepherd Sarah-Rich Browntown 636-2684 Sheppard Manly Skyland Estates 636-6917 Sherman Elizabeth Dr Ofc 400 Virginia Av 635-2430 If No Answer Call 636-6101 Res Luray Av 635-2430 Sherman John M 312 W Main 636-1232 Sherri Company Strasburg Rd 635-2072 Shifflett Bennie L Strasburg Rd 635-3062 Shifflett George Waterlick 636-9414 Shifflett George Waterlick 636-9414 Shifflett James R 1044 Horseshoe Dr 636-9217 Shifflett James R 1044 Horseshoe Dr 636-9217 Shifflett M L 619 W 12th 635-3287 Shifflett M L 619 W 12th 635-3287 Shifflett M L 619 W 12th 635-3287 Shifflett Roger D Rt 626 635-4414	801 Rodney Av Shumate Nelson 140 W 17th
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## SHENGAS CORP An Amerigas Subsidiary 327 N Royal Av. 635-3556 For Emergency Service 635-3556 Shenk Carson 319 Duncan Av 636-9449 Shenk Fred D 1704 N Royal Av 636-2744 Shenk Gary L 708 Virginia Av 635-2203 Shenk John 106 W 18th 635-8386 ## SHENK'S RUSCO WINDOW CO 518 N Royal Av 635-3447 Shepherd Carroll W Sr Guard Hill Rd 635-5963 Shepherd Gladys Mrs Cedarville Va 635-4735 Shepherd Harold E Shenandoah Farms 635-8593 Shepherd Larry A Happy Creek Rd 635-3024 Shepherd Sarah-Rich Browntown 636-2684 Sheppard Manly Skyland Estates 636-6917 Sherman Elizabeth Dr Ofc 400 Virginia Av 635-2430 If No Answer Call 636-6101 Res Luray Av 635-2430 Sherman John M 312 W Main 636-1232 Shifflett Bennie L Strasburg Rd 635-2072 Shifflett George Waterlick 636-9414 Shifflett George Waterlick 636-9414 Shifflett Hettie Rt 610 635-3062 Shifflett Hettie Rt 610 635-4892 Shifflett J A 621 W 11th 636-9549 Shifflett J L Rev 114 Elsia Dr 635-7246 Shifflett J L Rev 114 Elsia Dr 635-7246 Shifflett J Shenandoah Farms 635-5388 Shifflett N L 619 W 12th 635-3287 Shifflett Roger D Rt 626 635-4413 Shifflett Roger D Rt 626 Shifflett Rex A 407 Duncan Av 635-4413	801 Rodney Av 636-6408 Shumate Nelson 140 W 17th 636-2091 Shuta Anthony 723 W 13th 636-1416 Shute Richard M Rt 658 636-2769 Sibert Edgar S Rt 613 635-5807 Sibert Randell Rt 619 636-6064 Sibert Raymond Rt 608 635-3627 Sifers Larry V Shenandoah Shores 635-4405 Siford William 202 Blue Ridge Av 635-4376 Signal Knob Store Rt 55 W 636-2790 Silek Abe 725 Woodlawn Av 635-3347 Silek Frank I 306 Brown Av 635-8774 Silek Joe Dungadin Subdv 635-3463 Silverman Steven Rivermont Dr 636-6382 Silveus Anna M Strasburg Rd 636-6382 Silveus Dale Rivermont Dr 636-1008 Simmons Earl Rt 619 635-4740 Simmons Robert John Marshall Hy 635-3356 Simmons Scott Dungadin Subdv 636-9235 Simmons J E Browntown Rd 635-358 Simonpietri A J Jr 528 S Royal Av 635-3284 Simpson Audrey 409 Duncan Av 635-3407 Simpson Audrey 409 Duncan Av 635-3407
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SHENANDOAH AUTO SALES 226 Spotswd Tr Elktn	434-8191 434-4514 433-1660 434-5466	Shenk Clement E Rt 7 Hburg	Shifflett A Clyde Hwy 601 Shen
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	Rusmisel David W Fishersville943-6816	Saufley P L 552 Chestnut Av 949-7497	Sensabaugh Glenn L RFD 3942-9127
	Rusmisel Mildred Mrs 925 W Main 943-2429	Saugerty Paul P 520 Chestnut Av949-7691	Sensabaugh H H Mrs 1639 New Hope Rd . 942-1045
	Rusmiselle Chas Wm Mrs 329 Walnut Av . 943-5281 Rusmiselle J G Jr Parker Hts	Saum Arthur M 1216 Boxwood Cir 949-7933 Saunders Frances K Mrs	Sensabaugh Kurt RFD 3949-0422
	Rusmiselle J Guy Sr Mrs 644 Walnut Av 949-6911	125 Bookerdale Rd	Sensabaugh Letcher L RFD 2
	Russell Beverly H RFD 3	Saunders John W 1917 Forest Dr943-6934	Sensabaugh Mark RFD 3
	Russell James E 101 Court Rd 943-5035	Saunders Martha Lee 415 Cherry Av 943-8220	Serba James 829 Jefferson Av942-2515
	Russell Malcolm L 1916 Cherokee Rd 942-5914	Saunders S G Dr Love	Serba James G II 1160 Ohio943-8470
	Russell Patrick F 840 Hawthorne Ln949-6447	Saunders W C 305 Maple Av	SERRETT also see SURRATT
	Russell Walter Mrs (Lao) Afton Mt 942-5161 Russell William L Mrs 1054 Woodrow Av . 942-2267	Savage C L Mrs 633 Oak Av943-7306 Sayers M L 2331 Davis Rd942-9778	Serrett Carl T 2216 Forest Dr
	Russo Joseph A 437 S Magnolia Av 943-7253	Sayre G W 2015 W Main	Serrett Donald E RFD 2
	Rutherford Robert P RFD 1	Sayre N M 925 Grayson Av	Serrett Jake Jr 624 S Market Av 942-3942 Serrett Lelia E Mrs 264 Arch Av 942-9283
	Rutherford W A 300 Linden Av949-0720	Sayre R R Jr Fishersville	Serrett M B 1332 Crofton Av942-9532
	Ryan Larry L Fishersville949-6007	Sayre Ralph G 700 Rosser Av	Serrill Patrick J 317 Shore Rd942-9104
	Ryder Eldridge Given 1309 Ridge Cir949-7865 Ryder Paul B RFD 3943-4682	Sayre Ray R III Fishersville	ServiceMaster Contract Services Inc
	Ryder R V 1508 Ohio	Sayre Robert E 737 Pine Av942-2681 Schaff M A 1133 Club Rd942-1840	556 N Commerce Av949-0308
	Ryder Robert W Sr 917 Ivy	Schaffner M F Lyndhurst	ServiceMaster Of Shenandoah Valley Inc
	Ryder Robert William Jr	Schages Hans Stuarts Draft943-6584	556 N Commerce Av
	400 S Magnolia Av	Schages Hans H 1808 Shenandoah Av 949-0339	SEVEN-ELEVEN STORE Hwy 340 S 943-7680
	Rye N G Westover HIs	Schaub Edward H Brandon Ladd Cir942-3453 Scheffer Douglas K 125 Bookerdale Rd943-7583	Seven-Eleven Store 1103 Ivy 943-9678
	Ny crossing 2407 Mic Veriloit	Scheib Paul E RFD 1949-0966	Seven Up Bottling Company Elkton
	· S	Schenk William H 301 Shore Rd 942-4649	From Waynesboro Telephones Only Dial The Operator And Ask For Enterprise 377
	CDC Harman HS 240 S	Schlegel Donald 0 821 Kent Rd	(No Charge To Calling Party)
	SDC Homes US 340 S	Schlick Joseph A 608 Lover's Ln	Seven Up Bottling Company Inc
	Sachlis M L 1020 Glenwood Blvd 943-1384	Schmidt Mary A RFD 2	Elkton Dial 1 298-1277
	Sachlis Richard C 1020 Glenwood Blvd 942-2279	Schmitt Fred A 1100 Jefferson Av942-2910	Seventh-Day Adventist Church 1600 W Main
	Sachs Robert J Fishersville949-0750	Schneekloth Ulrich H RFD 1949-6043	Severs John M Lyndhurst
	Sackenheim Joseph B 2826 Jefferson Ln .949-0364 Sacks Eugene I MD PC 504 Oak Av943-8822	SCHOONER RESTAURANT THE 137 N Wayne Av	Sexton S L 1800 Monticello
	Residence 1298 Sunset Ln	Schorsch Daniel 1280 Sunset Ln 942-3149	Shackelford B L Mrs 420 Pine Av942-4824
	Sadosuk G M 1321 Hollins Rd 949-6016	Schriver Barry E 255 Elizabeth Av 942-5508	Shackelford J 219 Court Rd
	Saenz P L Parkway Village	Schrock M E 392 Maple Av	Shaffer George Webster Lyndhurst 943-2507 Shafferman Thomas C 864 Shawnee Rd 943-1406
	Safeway Stores Inc Centre-For-Shopping	Schultz Howard G 1113 Crofton Av 942-1407 Schwab C R RFD 2	Shaklee Product Distributor 510 Broad 943-1655
	Sager Paul D 2428 Mt Vernon	Schwab Herbert L 2132 Belvue Rd 942-4832	Shank R M Sr RFD 2
	Sager Terry M Lyndhurst	Schwab Walter M 640 Oak Av 942-4984	Shank Russ RFD 1
	St James Baptist Church Albemarle Av 943-3085	Schwarz E K Fishersville943-5911	Shank Wesley RFD 1
	St John Joseph H 510 Oak Ln	Schwinn Skyline Center Inc	Sharon Book Store 401 W Main
	St John's Catholic Church 300 Maple Av949-6145 St John's Episcopal Church S Wayne Av942-4136	923-A Preston Plaza Charlottesville Dial 1 804 295-3009	SHARP-EDGE SERVICE INC
	St Mark's United Methodist Church	Scott A Raymond Jr 1425 Ohio 949-8031	588 N Bayard Av
	2316 W Main	Scott B A Fishersville	Sharp J G 427 Florence Av
	St Moyer Robert A	Scott Charles F 819 King Av	Sharretts Donald C RFD 2942-1851
	Sale N G 749 Florence Av942-1303	Scott Juneos 309 Port Republic Rd 942-2452	Sharrock Richard J 445 Pine Av 942-5705
	Salisbury Matthew A 408 Beta942-4209	Scott Lynwood W 2105 Chase Av 949-7388	Shaver William G Jr Fishersville 943-3830
*	Salkeld Thomas A RFD 1	Scott N G 1437 Mulberry	Shaver William G Sr Fishersville
	Salminen Arthur H 1200 Chatham Rd949-0090 Salminen I 1118 Fairway Dr942-2668	Scott 0 J 400 Shore Rd	Shaw Children RFD 1
	SALON ROSE' 1344 W Main949-8546	Scott & Stringfellow 29 E Beverley Staunton	Shaw John C 343 Linden Av
	SALVATION ARMY THE 246 Arch Av 943-7591	(Toll Charge) Dial 1 886-2396	Sheaffer Richard W 1110 St David's Ln 949-8479
	If No Answer Dial949-7281	Scott Tommy L RFD 3	Sheard R O RFD 2
	Sambo's Restaurant 1380 W Broad 943-3812 Same Richard H 1021 E Main	Scott William B Jr RFD 4	Sheard Robert 0 CPA 1320 Ohio 942-4147 Sheets Billy C Fishersville
	Sammy's Exxon Servicenter Grimora 943-3811	1009 Winchester Rd	Sheets Dale B RFD 1
	Sammy's Exxon Servicenter Crimora943-3811 Sampson Ernest M Crimora943-7651	1009 Winchester Rd	Sheets Dale B RFD 1
	Sampson Ernest M Crimora	1009 Winchester Rd	Sheets Dale B RFD 1
	Sampson Ernest M Crimora	1009 Winchester Rd	Sheets Dale B RFD 1
	Sampson Ernest M Crimora	1009 Winchester Rd	Sheets Dale B RFD 1
	Sampson Ernest M Crimora .943-7651 Sampson Mason R Crimora .943-7600 Sampson Mervin E Lyndhurst .943-8681 Sampson Roy L 117 King Av .942-9488 Sampson S L 1209 Club Rd .942-5679 SAM'S PLAGE 2008 N Commerce Av .942-9936	1009 Winchester Rd 949-8608 Scrogham F W Crimora 942-3956 Scrogham Gary F Building Contractor Crimora 949-0144 Scrogham Ruth V 309 Poplar Av 943-2092 Scruggs C H III 205 Bookerdale Rd 949-0742 Scruggs James M 4th 949-8684	Sheets Dale B RFD 1
	Sampson Ernest M Crimora .943-7651 Sampson Mason R Crimora .943-7600 Sampson Mervin E Lyndhurst .943-8681 Sampson Roy L 117 King Av .942-9488 Sampson S L 1209 Club Rd .942-5679 SAM'S PLAGE 2008 N Commerce Av .942-9936 Sanders Jennings F 132 Valley Rd .949-7711	1009 Winchester Rd 949-8608 Scrogham F W Crimora 942-3956 Scrogham Gary F Building Contractor 7 Crimora 949-0144 Scrogham Ruth V 309 Poplar Av 943-2092 Scruggs C H III 205 Bookerdale Rd 949-0742 Scruggs James M 4th 949-8684 Sculthorpe Earl J Lyndhurst 943-6115	Sheets Dale B RFD 1
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-5679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760	1009 Winchester Rd 949-8608 Scrogham F W Crimora 942-3956 Scrogham Gary F Building Contractor 949-0144 Scrogham Ruth V 309 Poplar Av 943-2092 Scruggs C H III 205 Bookerdale Rd 949-0742 Scruggs James M 4th 949-8684 Sculthorpe Earl J Lyndhurst 943-6115 Seabolt Eva J Mrs RFD 1 943-7476	Sheets Dale B RFD 1 942-4885 Sheets S Ashby 200 Stonewall Dr 942-4304 Sheets William D Gravel Ridge Rd 949-0337 Sheffey Nora A Mrs Parkway Village 943-8426 Sheffey Percy W 769 Sherwood Av 942-3082 Sheffield John E 513 James Av 942-9450 Sheffield Karl S RFD 1 942-5635 Sheffield L S 300 Stonewall Dr 943-4151 Shelhorse Ida Y 1612 Park Rd 942-5894
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-5679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760 Sandow Stuart 943-9439	1009 Winchester Rd 949-8608 Scrogham F W Crimora 942-3956 Scrogham Gary F Building Contractor 7 Crimora 949-0144 Scrogham Ruth V 309 Poplar Av 943-2092 Scruggs C H III 205 Bookerdale Rd 949-0742 Scruggs James M 4th 949-8684 Sculthorpe Earl J Lyndhurst 943-6115	Sheets Dale B RFD 1
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-5679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760 Sandow Stuart 943-9439 Sandquist C Lennart 230 Court Rd 942-4935	1009 Winchester Rd 949-8608 Scrogham F W Crimora 942-3956 Scrogham Gary F Building Contractor 949-0144 Scrogham Ruth V 309 Poplar Av 943-2092 Scruggs C H III 205 Bookerdale Rd 949-0742 Scruggs James M 4th 949-8684 Sculthorpe Earl J Lyndhurst 943-6115 Seabolt Eva J Mrs RFD 1 943-7476 Seachrist Wayne H Jr 1036 High 942-2421 Seal Beverly M 1716 Caraway Ct 943-8606 Seaman Richard Lyndhurst 943-6634	Sheets Dale B RFD 1
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-5679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760 Sandow Stuart 943-9439 Sandquist C Lennart 230 Court Rd 942-4935 Sandridge D V Jr RFD 3 943-2325	1009 Winchester Rd	Sheets Dale B RFD 1 942-4885 Sheets S Ashby 200 Stonewall Dr 942-4304 Sheets William D Gravel Ridge Rd 949-0337 Sheffey Nora A Mrs Parkway Village 943-8426 Sheffey Percy W 769 Sherwood Av 942-3082 Sheffield John E 513 James Av 942-9450 Sheffield Karl S RFD 1 942-5635 Sheffield L S 300 Stonewall Dr 943-4151 Shelhorse Ida Y 1612 Park Rd 942-5894 Shelton H L Jr 1818 Lyndhurst Rd 942-5581 Shelton P A 245 Bookerdale Rd 943-9546 Shenandoah Distribution Centers 708 0ak Ln 949-0174
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-5679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760 Sandow Stuart Mobile Service 943-9439 Sandquist C Lennart 230 Court Rd 942-4935 Sandridge D V Jr RFD 3 943-2325 Sandridge Dennis V Sr RFD 3 942-4277	1009 Winchester Rd	Sheets Dale B RFD 1 942-4885 Sheets S Ashby 200 Stonewall Dr 942-4304 Sheets William D Gravel Ridge Rd 949-0337 Sheffey Nora A Mrs Parkway Village 943-8426 Sheffey Percy W 769 Sherwood Av 942-3082 Sheffield John E 513 James Av 942-9450 Sheffield Karl S RFD 1 942-5635 Sheffield L S 300 Stonewall Dr 943-4151 Shelhorse Ida Y 1612 Park Rd 942-5894 Shelton H L Jr 1818 Lyndhurst Rd 942-5581 Shelton P A 245 Bookerdale Rd 943-9546 Shenandoah Distribution Centers 708 Oak Ln Shenandoah Heights Baptist Church 901 Shenandoah Av 901 Shenandoah Av 949-8618
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-5679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760 Sandow Stuart Mobile Service 943-9439 Sandquist C Lennart 230 Court Rd 942-4935 Sandridge D V Jr RFD 3 942-4277 Sandridge Dennis V Sr RFD 3 942-4277 Sandridge O M RFD 1 943-9446 Sandridge Phillip J RFD 3 942-3406	1009 Winchester Rd	Sheets Dale B RFD 1 942-4885 Sheets S Ashby 200 Stonewall Dr 942-4304 Sheets William D Gravel Ridge Rd 949-0337 Sheffey Nora A Mrs Parkway Village 943-8426 Sheffey Percy W 769 Sherwood Av 942-3082 Sheffield John E 513 James Av 942-9450 Sheffield Karl S RFD 1 942-5635 Sheffield L S 300 Stonewall Dr 943-4151 Shelhorse Ida Y 1612 Park Rd 942-5894 Shelton H L Jr 1818 Lyndhurst Rd 942-5581 Shelton P A 245 Bookerdale Rd 943-9546 Shenandoah Distribution Centers 708 Oak Ln Shenandoah Heights Baptist Church 901 Shenandoah Av 901 Shenandoah Av 949-8618 Shenandoah Laboratories Div Of Wayne
	Sampson Ernest M Crimora 943-7651 Sampson Mason R Crimora 943-7600 Sampson Mervin E Lyndhurst 943-8681 Sampson Roy L 117 King Av 942-9488 Sampson S L 1209 Club Rd 942-95679 SAM'S PLAGE 2008 N Commerce Av 942-9936 Sanders Jennings F 132 Valley Rd 949-7711 SANDISTYLE 250 E King Plaza 943-3760 Sandow Stuart Mobile Service 943-9439 Sandquist C Lennart 230 Court Rd 942-4935 Sandridge D V Jr RFD 3 942-2325 Sandridge Dennis V Sr RFD 3 942-4277 Sandridge O M RFD 1 943-9446	1009 Winchester Rd	Sheets Dale B RFD 1 942-4885 Sheets S Ashby 200 Stonewall Dr 942-4304 Sheets William D Gravel Ridge Rd 949-0337 Sheffey Nora A Mrs Parkway Village 943-8426 Sheffey Percy W 769 Sherwood Av 942-3082 Sheffield John E 513 James Av 942-9450 Sheffield Karl S RFD 1 942-5635 Sheffield L S 300 Stonewall Dr 943-4151 Shelhorse Ida Y 1612 Park Rd 942-5894 Shelton H L Jr 1818 Lyndhurst Rd 942-5581 Shelton P A 245 Bookerdale Rd 943-9546 Shenandoah Distribution Centers 708 Oak Ln Shenandoah Heights Baptist Church 901 Shenandoah Av 901 Shenandoah Av 949-8618

Shenandoah National Park	Shiflett R P Brandon Ladd Cir	Chung Christonhau Dannia DED 3
Rockfish Entrance Station	Shiflett Ralph B 1213 B	Shuey Christopher Dennis RFD 1
Rockfish Gap943-8764	Shiflett Russell 2325 Belvue Rd	Shuler Edwin L 98 Summercrest Av 943-6932
Shenandoah Tool & Supply Co industri sups	Shiflett Russell W 1402 N Commerce Av . 942-4745	Shuler William H 2324 Belvue Rd 942-1338
146 W 4th Salem	Shiflett Samuel D Crimora	Shull Boyd E 300 S Linden Av
Toll Free	Shiflett Sylvester J Crimora	Shull Briscoe 2049 Rhoades Dr942-4848
Staunton Dial 1 885-1528	Shiflett Vallie E RFD 2	Shull Don L 637 Pine Av
Shenandoah Valley Joint Airport Commission	Shiloh Baptist Church Shiloh Av	Shull Douglas N 2617 Fireglow Av
Managers Office Weyers Cave Dial 1 234-8304	Shimer Gordon M 816 Gwynne Av943-3065	Shull Maryin L 201 Albamada A
SHENANDOAH'S PRIDE DAIRY Staunton 949-8807	Shimp Richard L 209 Elkin Cir949-6324	Shull Mervin L 901 Albemarle Av
Shepherd Charles B 901 Dogwood Cir 942-1797	Shipe William H RFD 4943-4089	Shull Russell L RFD 3
Sher Lynd Baptist Church Lyndhurst943-0891	Shiplett Leon M RFD'2	Shull Stephanie D 501 Walnut Av943-6921
Sherando Community Center Sherando	Shipman Clinton C 600 Lovers Ln949-7671	Shultzaberger C A
Sherando United Methodist Church	SHIPPLETT'S DRY CLEANERS	104 Country Lodge Rd
Sherando	1522 Park Rd	Shumate Charles F 231 Edward Av942-4416
Sherbeck L. Adair 1826 Cherokee Rd 949-6876	Shirah Thomas G 4th	Shumate Mary C Miss 1417 Madison 942-9088
Sherron William P Stuarts Draft943-0931	Shirey George W 617 Florence Av 949-8591	Shumate R K Lyndhurst Rd
Sherry John B Afton	Shirk Stan Sherando	SHUMATE THOMAS E surveyor RFD 2 942-2930
Sherwin-Williams Co 1321 W Broad 942-5616	Shirkey Alan R 714 W 11th	Shumate W D 452 Chestnut Av
Shewan Larry L Lyndhurst	Shirkey Stanley N 339 Kingsbury Dr942-1086	Shurn Earl W 436 Port Republic Rd 949-8497
SHIELDS AMUSEMENT COMPANY	Shirley Billy L Lyndhurst	Shurtliffe Clinton E Afton949-0823
Fishersville	Shirley Brian D 609 Brookside Cove943-2001	Sickinger Joseph E 1400 Monroe 943-0056
Shields Christopher T 725 Oak Av942-5703	Shirley Donald F Stuarts Draft	Sidney's 245 Arch Av
SHIELDS CONSTRUCTION COMPANY	Shirley Eddie D General Contractor	Sikes Henry A Fishersville
559 N Bayard Av	Stuarts Draft	Silvey Earl N 1601-2nd949-7372
Shields David M Lyndhurst	Shirley M R 902 W Main	Simantel Conrad R 532 Woodside Ln 942-1876
Shields Marian B RFD 2	Shirley Masonry Company	Simmers D F Lyndhurst
Shields Martin H 831 Jefferson Av942-1803	200 S Bayard Av	Simmers D R 1524 Ohio 943-0080
SHIELDS MINI WAREHOUSES	Shirley S C Sherando	Simmers Kathleen T Mrs
559 N Bayard Av	SHIRLEY'S GROCERY Sherando 942-4817	1239 Shenandoah Av
Shields Nancy J Mrs 1428 Mulberry 949-6268	Shives Mildred A 424½ N Charlotte Av 943-3373	Simmers Raymond H RFD 4
Shields Pamela J 259 Florence Av943-8339 Shields T A 205 Bookerdale Rd943-5305	Shoebridge Robert C 1537 Tuckahoe Rd . 942-1846	SIMMONS C R ROOFING COMPANY
Shields Thomas I 725 Oak Av942-9254	Shoemaker L C Mrs 2054 Lyndhurst Rd 949-6998 Shoemaker L M 615 Arch Av 949-7378	Calf Mountain Rd
Shields' World of Golf Rt 250 W943-7283	Shoemaker Mack R 615 Arch Av	Simmons Carl E Crimora949-8736
Shifflet Elmer S 1510 Madison942-2543	Shoemaker Thomas E 2245 Mt Vernon 942-5782	Simmons David L 329 N Commerce Av943-5391
Shifflet George D 300 Linden Av942-2081	SHONEY'S BIG BOY RESTAURANTS	Simmons David N Lyndhurst942-1224
Shifflett Albert M Jr 433 Woodland Cir 943-9516	Hwy 340 at I-64	Simmons Donald E RFD 3949-0022
Shifflett Andrew L 57 Link Rd	Ofc Charlottesville Dial 1 804 295-2012	Simmons Donald E Jr Brandon Ladd Cir
Shifflett Bernard C RFD 1	Shook A E 1661 New Hope Rd	Simmons Faye V 1009 B949-6604
Shifflett Carolyn F Crimora943-6105	Shook W E 545 Maple Av	Simmons H D Sr 1208 Club Rd
Shifflett Charles B RFD 3949-7638	Shope Raymond E 209 Battlefield Blvd 942-1621	Simmons Harry W 329 N Commerce Av 943-9575
Shifflett Charles H 561 Arch Av942-2333	Shope Robert M Sr RFD 3	Simmons J R RFD 1
Shifflett D E Crimora	Short Donald R 888 Shawnee Rd 942-9365	Simmons John D. Stuarts Draft943-5247
Shifflett Floyd E 1149 N Winchester Av 942-4652	Short George B 213 Robin Rd942-4759	Simmons John D Stuarts Draft
Shifflett Floyd E Jr Crimora	Short James M 1639 New Hope Rd 943-9172	Simmons L D 1320 Chatham Rd949-0954
Shifflett John C RFD 1942-1684	Short W A 505 Locust Av	Simmons Larry M Fishersville949-0002
Shifflett John R Kingsbury Manor 949-6459	Shorter A V 468 S Wayne Av	Simmons Lee G 1250 Lyndhurst Rd 942-3832
Shifflett L Fishersville	Shorter Chuck Brandon Ladd Cir 943-8478	Simmons Mable G Mrs 1315 Ohlo949-6976
Shifflett Larry E 1605 Shenandoah Av 949-8641	Shorter L F 1615-13th	Simmons N Eugene RFD 1
Shifflett Leroy 1209 B	SHOUEY ROBERT J DR Ofc	Simmons Paul Q Fishersville
Shifflett Michael W 418 N Charlotte Av 943-4979	417 S Magnolia Av	Simmons Robert L RFD 3942-5683
Shifflett Mitchel D Dooms	Shover M F 1423 11th	Simmons Wesley H Crimora
Shifflett Randy E 1437 Madison943-0997	Showalter Alva H RFD 4	Simonetti A M 319 Howard Av943-1314
Shifflett Rea M 113 Valley Rd 942-2341	Showalter Anna Miss 1916 Lyndhurst Rd. 943-5555	Simpkins Alice G Mrs Fishersville 949-6428
Shifflett Roger L RFD 3	Showalter Clark A RFD 4	Simpson E L 1315 Ohio
Shifflett Stephen R 1615 Wine Av	Showalter Claude M RFD 3	Simpson Herbert Grafton 1018 S Winchester Av949-7063
Shifflett Walter R 309 Lee Dr	Showalter Dennis Lyndhurst943-1255	Simpson Mark D 517 Walnut Av
Shifflett Welford L 1429 Madison 943-5841	Showalter Donny R Fishersville949-0739	Simpson Muriel A 1021 E Main 943-7465
Shifflett Wilbert M RFD 1943-6916	Showalter Hilton RFD 3	Simpson Stephen G 125 Bookerdale Rd 943-6505
Shifflett William M 330 Link Rd943-0068	Showalter Leonard S 612 Vedette Av949-6394	Simpson Wayne 201 S Forest Av
Shifflette Elmer R 2234 W Main942-9637	Showalter P A RFD 2	Sims Donald S Sherando
SHIFFLETT'S INTERIOR & EXTERIOR DECORATING Crimora	Showalter Perry RFD 4	Sims Elgie R Jr 4th
Shiflet A J RFD 2	Showalter S 517 S Linden Av949-0709	Sims Jimmy C 136 York Dr949-6612
Shiflet D H II Lyndhurst	Showalter Truman F RFD 2	Sims John L 209 Stonewall Dr
Shiflet Frank L 733 Oak Av949-8789	Showalter W Milton RFD 4 943-4681	Sinclair J C 102 Summercrest Av
Shiflet Paul R Rev 219 Pelham Dr943-1393	Showalter Winfred E RFD 4	Sinclair John C 1625 Brunswick Rd942-1336
SHIFLET ROBERT L 601 Shore Rd	Showers B D RFD 3	SINGER APPROVED DEALER 202 Arch Av . 942-5978
Ofc Centre-For-Shopping	Showers Cowboy RFD 3	Sipe Berta K Mrs 420 Florence Av
Shiflet W E RFD 2	Showers T RFD 3	Sipe G W Mrs 939 Bridge Av
Shiflet W Reeves RFD 1	Showker D F Brandon Ladd Cir943-7789	Sipe Henry C 330 Seybert Av
Shiflett Bobby C 536 Alphin Av	Showker Gene A 125 Bookerdale Rd943-9702	Sipe Leonard L RFD 1
	Showker P D 852 Woodrow Av942-1608 Showker William T 1735 N Talbett DI 942-1939	Siple Robert M 513 Pine Av
	Showker William T 1735 N Talbott Pl942-1929 Shrader Timothy R 106 Summercrest Av .943-4796	Siron G L 1437 Mulberry
	Shreckhise Bros Nurseries Inc	Siron M B 959 Jefferson Av942-1374
Shiflett John L Jr 209 Henry Av942-4244	20th Grottoes	Sitter David N 982 Northgate Av
Shiflett John L Sr A	Shreckhise D A 1630 Wickham Ln 943-0086	Sizer C F Lyndhurst
Shiflett Joseph W 1616 Shenandoah Av 942-3976	Shrewsbury H N 1641 Wickham Ln942-5718	Sizer Paul W Crimora
Shiflett L E 1021 E Main	Shriver David K 1000 Bridge Av	SKATE A-RENA INC 1160 Ohio942-9836

Sebastian James W RFD 4 Lexington 261-2074	
Secrist Buddy 456 Cypress Av	
	Lexington
Secrist Dan 2776 Ridge Av	
Secrist John 2154 Oak Av	Buena Vista
Seebert Margaret S Miss RFD 2463-2303	
Carlla Faril DED 7	Natural Bridge
Seelke Emil RFD 1	Glasgow
Segall James A Woods Creek Apts 463-9806	
Sehnder Fred 503 S Main	Brownsburg
Call A C DED a Faladial	
Self A C RFD 1 Fairfield	
Self William M Woods Creek Apts 463-5669	N Thirty Life (MAC Street with A before control control and with the class of the control of the
Semon S B Willow Ln	Shafer Sam 714 E 21st
Canina Vani DED 1 Classes 462 2021	
Sening Karl RFD 1 Glasgow	Shafer T M 1944 Forest Av
Sensabaugh B J 1560 Cedar Av	Shaffer Lois 0 813 McCorkle Dr463-5642
Sensabaugh Buck RFD 1 Vesuvius 261-6323	Shaffer Thomas L RFD 2
	SHAMROCK SYSTEM Natural Bridge 291-2366
Sensabaugh Burnett Jr	
Rockbridge Baths	Shaner Jimmie 2 Sellers Av
Sensabaugh C A Jr RFD 1	Shaner Joe C Jr RFD 5
Sensabaugh Clara RFD 4	Shaner Joe C Sr E Lexington
	OHANER TOE OF CONTRACTOR INC.
Sensabaugh Collins E RFD 1463-5190	SHANER JOE G & SON GREENHOUSES INC
Sensabaugh D S Rockbridge Baths 463-5333	East Lexington
Sensabaugh David L Star Route	Shaner Joseph S 112 Myers
Schsabaugh David L Star Route	
Middlebrook	Shanks Burley Natural Bridge291-2219
Sensabaugh Emmett R Rockbridge Baths . 348-5383	Shanks Cecil H RFD 1
Sensabaugh Evelyn 303 Miller	Shanks Earl RFD 1 Nat Bridge Sta 291-2103
Sensabaugh Fred 829 Thorn Hill Rd 463-5432	Shanks Freddie 443 13th
Sensabaugh Fred M Jr Middlebrook 348-5089	Shanks Greg M RFD 1 Buena Vista258-2254
Sensabaugh Guy RFD 1	Shanks Odell Natural Bridge Sta291-2678
	Charman lack D.F. Hanne
Sensabaugh H M 935 Thorn Hill Rd 463-2089	Sharman Jack R 5 Henry463-9762
Sensabaugh Hunter W 116½ Houston 463-7777	Sharp Saw Service Shop RFD 3463-2489
Sensabaugh J L Jr Rockbridge Baths 348-5104	Shaver Dave 20 W Washington463-5508
Sensabaugh L Wayne RFD 5463-7087	Shaver Robert Graham Lee Dorm 463-4822
Sensavaugh L wayne Kr D 3	
Sensabaugh Leon F Dr 403 Jackson Av 463-2348	Shaw A Melvin RFD 1 Raphine 348-5883
Sensabaugh Leonard L RFD 5	Shaw Amelia Mrs RFD 1 Raphine 348-5891
Sensabaugh M Pete RFD 1	Shaw J W Mrs Kanawha
Sensabaugh Mildred G 8 Perry Ln 463-5144	Shaw M W 226 Lewis
	311dW 191 W 220 Lewis
Sensabaugh O R RFD 3	Shaw T M RFD 5
Sensabaugh Ola D Mrs 11 Thompson Ct 463-7477	Shaw Violet 130 Houston
Sensabaugh Percy A 15 Maple Ln463-4976	Shaw William E 1354 Walnut Av
Sensabaugh Roger L Mt Vista	Shayne Andrew G Woods Creek Apts 463-7552
Sensabaugh Roy F RFD 5	Sheble Warren 902 Providence Pl463-5968
Sensabaugh Russell 222 Catalpa Pl 463-3537	Sheets Frank J RFD 5 Lexington348-5710
Constant Control Control DED 5	
Sensabaugh Scott RFD 5	Shell George R E 105 Paxton
Sensabaugh Stanley R Star Rt	Shell George R E Goshen Pass
Middlebrook	Rockbridge Baths
Sensabaugh T F Valley View Apts 463–9886	Shelley M D 204 Myers
Sensabaugh Tr valley view Apts405-7000	
Sensabaugh Thomas E Mrs RFD 5	Sheltman Maynard 825 W 29th
Lexington	Sheltman's Amoco & Grocery 174 29th 261-2879
Sensabaugh Tommy RFD 5463-4686	Shelton J R acct
Sensabaugh W Erk 116 Houston	14 E Nelson
Sensabaugh W Erk 116 Houston403-2074	14 E NCISUII
Sensabaugh Woodrow W RFD 5	Res Maury Heights
Lexington348-5353	SHENANDOAH ELECTRIC CO
SENSABAUGH'S REPAIR INC RFD 5463-7193	15 S Randolph
Sentel Harold C-Clara 620 Stonewall 463-2709	SHEMANDOAH MAINTENANCE SERVICES
Senter marbin C-Clara 620 Stonewall 403-2707	DEC - 400 OFFO
Serber W R Sr 471 Magnolia Av261-2684	RFD 5
Serrett Jake S RFD 1 Fairfield 348-5954	Shenandoah Motors Inc Rt 60 E463-3163
SERVICEMASTER OF LEXINGTON	Shenandoah Office Supplies 29 N Main 463-4062
Lexington	Shenandoah Tours Inc 2301 Poplar St
Lexington	
Sessions W L 5 Lampe Cir	Staunton
Settle Frank A Jr RFD 1	No Charge To Calling Party 800 572-4044
Severa T RFD 4	Shepherd E A Fitzlee
Shafer Allen E 2277 Birch Av	Shepherd E C III 110 White
	Shepherd E. C. III 110 White
Shafer B Jack-June C	Shepherd E G RFD 1 Natural Bridge Sta . 291-2900
Natural Bridge Sta	Shepherd J H RFD 1
Shafer Benny R Nat Bridge Sta	Shepherd James T Jr 471 Cypress Av 261-2060
Chafer Della Dean DCD 3	
Shafer Billy Dean RFD 1	Shepherd Wesley H RFD 1
Shafer D R 109 Linden Cr	Sheppard Alena B Mrs RFD 1261-6572
Shafer Donald L 1426 Chestnut Av 261-3369	Sherburne George P RFD 3
Shafer Donnie 2124 Cedar Av	Sherburne George P Jr RFD 4463-7217
Shafer Elwood-Debbie 1465 Oak Av261-2271	Sheridan James G 9 Edmondson Av 463-2966
Shafer Jerry N RFD 4	Sherlock Isaac W 304 Letcher Av463-5491
Shafer John Henry RFD 1 Nat Bri Sta 291-2389	Sherman Ben M 712 Plunkett
Shafer Mabel P RFD 1	SHERWIN-WILLIAMS GO 21 W Nelson 463-3021
Sharer Mader F KFU 1	
Shafer Olin E 1514 Forest Av	Shewey Clarence T Route 1
Shafer R S 4 S Lewis	Shewey David 2536 Walnut Av261-3395
Shafer Robert C RFD 4 Lexington 261-3754	Shewey Emmett 2569 Walnut Av 261-6869
Share Robert & RED 4 Lexington 201-3734	
Shafer Ronnie M 470 Linden Av 261-6053	Shewey John 1966 Walnut Av

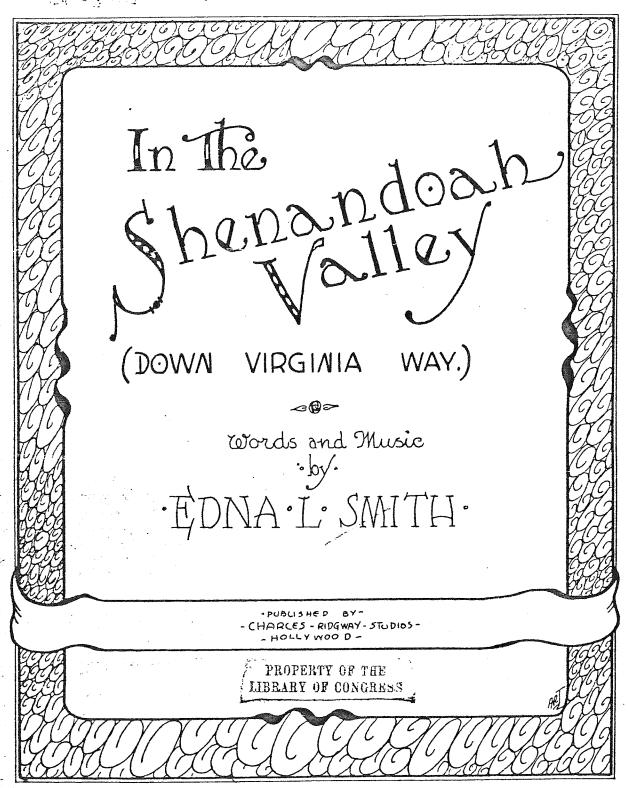
,	and Potomac Company of Virginia 1980	ROANOKE — S.	ALEM — VINTON	Shenandoah-Shinden
	Sherandoah Equity Services Inc 2301 Brambleton Av SW = -345-6711	Shepherd Edward W 2275 Windsr Av SW 344-6437	SHEPHERD'S LEATHER & SADDLE	Sherrod P N 2335-D Ranch Rd NW 36
	SHENANDOAH HOMES 5.500 Hawthorne Rd NW 362-5412	Shepherd Elizabeth	1801 Orange Av NE343-6746	
	Shenandoah Ice & Cold Storage	Shepherd F E 2755 Brandon Av SW 343-7768	Sheppard C E 207 East Hill Ct Salem Va 387-0636	Towers Shopping Center 34 Towers Shopping Center 34
	2107 Shenandoah Av NW 342-9748 SHENANDOAH INDUSTRIAL	Shepherd H L 425 Cleveland Av W Vinton = 343-1883	Sheppard C K 4220 Old Mountain Rd NE 563-0222	Roanoke Salem Plaza36
	RUBBER CO INC 802 Kessler Mill Rd Salem387-0435	Shepherd H S 3601 Brandwine Av SW _ 774-5380	Sheppard Chuck 6812 Trevilian Rd NF - 362-2630	6623 Newland Rd NW 36
	SHENANDOAH LIFE INSURANCE CO—	Shepherd Harold D	Sheppard Denton C	- MARKER SALES office
	Home Office 2301 Brambleton Av SW -345-6711		2012 Mountain Av Salem – -389-1474 Sheppard Eddie Ray Sr	After Hours Call Ron Sturgill 77
	Roanoke Sales Office 2706 Ogden Rd SW – – 989-4531	RFD 2 Boones Mill774-5128 Shepherd Hazel E Mrs	1609 Church Av SE 342-6653 Sheppard Everett M	Sherwood Memorial Park adm ofc 1045 Lynchburg Trnpk Salem38
	Shenandoah Manor Apts 4305 Old Spanish Tr NW – – 345-4104	529 Patton Av NW -:+ 343-7468	. 4919 Rowe Ridge Rd NW345-5630 Sheppard Garland H	After Hours Call Ron Sturgill77
. 1	SHENANDOAH OFFICE MACHINES 6016 Williamson Rd366-4782	Shepherd Hilliard W	1920 12 O'Clock Knob Rd Salem Va 389-8884	
	SHENANDOAH POWDER CO INC.	3439 Peakwood Dr SW 344-5367 Shepherd Howard T	Sheppard J Rex 20 Burchette St Salem = -366-5177	Sherwood Richard 6546 Sugar Ridge Dr Salem = -98
	621 Mohawk Av SE343-2549 Shenandoah Restaurant	Shepherd J Wiley 4313 Cove Rd NW 366-7709	Sheppard James D RFD 1 Salem387-1388 Sheppard James W	Sherwood Robert A RFD 438 Sherwood Zelda M
	2905 Shenandoah Av NW — - 343-5669 Shenandoah Senior Citizens	2742 Beverley Blvd SW = -774-0220 Shepherd Jack L	6812 Trevilian Rd NE362-2630 Sheppard Kevin 2312 Rush St NW362-9410	5300 Hawthorne Rd NW 36
- [5300 Hawthorne Rd NW 563-2136 Shenandoah Service Center	904 Delaware St Salem — 389-9283 Shepherd James M RFD 4 Salem — 389-5635	Sheppard Mary A	2807 Emissary Dr NW 36
	2446 Shenandoah Av NW 982-0330	Shepherd Jessie D RFD 2 Boones Mill - 774-7678	3103 Yardley Dr NW 563-9997 Sheppard Nicole RFD 1 Vinton 890-5421	Shibley Nelson L
	Shenandoah Sound Systems Inc. – 774-4365 Shenandoah Surgical Associates Inc.	Shepherd Joel T 2314 Brandn Av SW -342-6444 Shepherd John R 1216 Mornngsd SE -344-9355	Sheppard Paul F Salem387-2662 Sheppard Pearl E Mrs	5207 Westfield PI NW 36 Shickel D E 926 Viewmont NW 34!
1	SHENANDOAH TIRE SERV	Shepherd Katherine W Mrs 310 S Market St Salem 389-4537	607 Apperson Dr Salem — 389-7177 Sheppard Ronnie D Rt 1 Salem — — 387-2231	Shields B L RFD 3 Troutville 97:
	2033 Shenandoah Av NW345-2252 SHENANDOAH TOOL & SUPPLY	Shepherd L E Jr RFD 3 Troutville977-0080 Shepherd L S 4323 Cove Rd NW366-7283	Sheppard Vernon M Jr	4828 Oak Rd Salem Va 34.
	CO industrI sups	Shepherd Lewis T 2521 Rluff Rd SF 344-4674	Rt 7 Fort Mason 774-8874 Sheppard Vickie 6812 Trevilian Rd NE - 362-4624	Shields Fred W Jr 3656 Peakwood Dr SW 98
	Shenandoah Tours	223 Mountain Av SW 345-7498	Sheppe George B Jr 3128 Links Manor Dr Salem 387-0676	SHIELDS INC inter sys 1021 Tennessee St Salem387
	239 Poplar St Staunton Roanoke Tel No — 982-8248	Shepherd M C 1027 Claiborne Av Vinton 342-4732	Sheppe R V 2020 Brandon Av SW342-8013 Shepperd Earnest H RFD 1 Hardy Va -343-4365	Shields J R 1307 Deer Run Dr Vinton = 890
	Shenandoah Valley Av Garage 2111 Shenandoah Valley Av NE - 362-4918	Shepherd M D 1643 Centr HI Dr SW343-4503 Shepherd M K 1860 Arlington Rd SW -344-6527	Shepperd Ercell W 1021 12th St SE344-6486 Shepperson Hester Mrs	3102 Honeywood Ln SW 989
L	Shenandoah Valley Motors	Shepherd M N 1526 7th St SE 344-7560	343 Madison Av NW 343-0826	Shifflett A W 6333 Greenway Dr NW = -362 Shifflett C E 4617 Pennsylvania Av NE -563
	Shenberger Charles E	Shepherd M R 3354 Trinkle Av NW 563-0221 Shepherd Mamie Mrs Goodvw Va 890-2658	Shepperson Ralph K 541 Madisn Av NW——343-8131	Shifflett Charles R RFD 1 Chamblissburg 890
	Shendow Harry S	Shepherd Marbeth 1533 Brandon Av SW 345-7584	Shepphard C R Sr RFD 1 Salem Va 389-1151 SHERATON	Shifflett Danny Rt 1 Vinton 89(Shifflett E A RFD 2 Vinto Va 89(
		Shepherd Marvin 5416 Capito St NE 366-9006 Shepherd Melvin P	Toll Free-Dial 1 & Then 800 325-3535 Sheraton By The Sea	Shifflett J E 1029 Blakemore Cir Vinton Va = - 344
	107 Lee Av E Vinton 345-0046	1133 Maywood Dr Vinton — - 343-7391 Shepherd N M 5431 Lakeland Dr SW — - 989-3293	3629 Franklin Rd SW 981-1226	Shifflett Jeffrey 3224 Ventnor St SE 342
	146 W 4th St Salem Va 389-8141	Shepherd Nell Mrs	SHERATON INN Exit 41 I-81 Salem Va563-9711	Shifflett Max 3326 Courtland Rd NW563 Shifflett R A 2752 Meadowview Dr NW362
	Shepard Benjamin I 3328 Circle Brook Dr SW = -989-3482	Shepherd O W 2037 Laburnum Av SW -345-7124	Sheraton-Red Lion Inn 900 Plantation Rd Blacksburg	Shifflett Raymond W Jr 501 Bonnie Ln 387
	611 McGeorge Dr Vinton 890-3330	Shepherd P M Jr 429 8th Vinth Va342-4979 Shepherd Paul 4533 Thirlane Rd NW362-9652	Roanoke Tel No 343-9431 SHERATON WORLDWIDE	Shifflett Ricky Lee 3419 Bunker Hill Dr SV/ 985
	Shepard Dale RFD 3389-8845	Shepherd Paul J 25 Lemay Dr Salem -344-3963 Shepherd Pete 2202 Kessler Rd NE -344-3462	RESERVATIONS Toll Free-Dial "1" & Then800 325-3535	Shifflett Sandra 2055 Fallon Av SE 344 Shifflett Sharon W Miss
	5146 Wipledale Av NW 362-5636	Shepherd R G 34 Dearing Ln Vinton 890-3482 Shepherd R W RFD 1 Blue Ridge 977-0260	Sherertz Carl B CLU	1831 Westland Rd SW 343
	1803 Riverdale Rd SE 342-6680	Shepherd R W	4227 Colonial Av SW989-8888 Res 3033 Maywood Rd SW345-0572	Shifflette Gary J 201 Maplelawn Av NE – – 366
	Shepard J Stephen 418 Fugate Rd NF – 366-5818 Shepard Jack 510 Howard Dr – – – – 389-1323	Shepherd Richard D	Sherertz Charles C 1555 Coral Rdg Rd SW774-6038	Shiflet Kathy 2936 Brandon Place SW = 342 Shiflett Elbert O Jr 2902 Neil Dr NW = 362
	Shepard Joseph J 3427 Greenland Av NW = -366-3582	2222 Wycliffe Av SW – – 343 • 2985 Shepherd Robert J	Sherertz Frank J 2302 Brandn Av SW -342-5904 Sherertz Franklin & Shaffner archts	Shiflett Frances 2403 Delta Dr NW982 Shiflett R B RED 1 Goodview 820
	Shepard Kimberly Michele Hollins College Hollins 366-9345	2620 Cornwallis Av SE - + 344-4755	612 First Federal Bldg - 344-6664 Sherertz John A 5328 Malyrn Rd NW - 366-3841	Shiflett R C 2926 Crystl Spg Av SW 343
	Shepard Richard C 930 Claiborne Av Vinton 344-0765	3534 New Spring Branch Rd SE 344-5254	Sherertz John D 717 Sterling Rd SW -345-4861	Shiflett Russell G (Pete) 5436 Tomahawk Cir Salem – 387
	Shepard Robert F	1632 Golfside Av NW 366-9152	Sherertz R F archt First Fedrl Bg 344-6664 Res 2235 Eastview Dr SW 774-9776	Shiflett William P Rev 1730 Lonna Dr NW366
	2516 Sweetbrier Av SW – - 989-8605 Shepard Robert L C	1304 Gun Club Rd NW 366-4758	Sherffield John E 3357 Pittsfield Av NW 362-8672	SHILLING See Also Schillen Schilling
	Shepard William B		Sherman A M Roaneke College387-2910 Sherman C A 4300 Banbury Ln SW774-9083	Shilling C J 922 Dominion Ln Salem 342 Shilling Curtis E 2401 Mason MI Ext 342
	5515 Castle Rock Rd SW774-0339 Shephard Delia M Mrs	Shepherd Shelton D 3927 Chaparral Dr SW 989-5983	Sherman Donald C	Shilling Danny W 1132 Terrace Dr Salem = - 389
	2707 Sampl SE 342-7120	Shepherd Shelton D	3464 Colonial Av SW = -774-0921 Sherman Donald E	Shilling E Raymond 1902 Warrington Rd SW 344
	Shephard J H 6125 Darby Rd NW366-7997 Shephard Robert J		6152 Steeplechase Dr Salem 774-4363 Sherman Granville III	Shilling Emmett S 725 Highland Av SE - 345
9	537 Jefferson Av Vinton — 345-2024 Shephard Virginia M Mrs	RFD 1 Bent Mountain = -929-4356 Shepherd Sidney H 301 Noble Av NE = -366-3689	1538 Maiden Ln SW982-8736 Sherman M G 3207 Ledgewood Av SW-774-0550	Shilling J W 672 Murry Av SE 344 Shilling K A RFD 7 774
	38/0 Vauxhall Rd SW 989-8424	Shepherd Skip 926 Camelot Dr Salem - 982-7696	Sherman Pearl L 532 Fairfax Av NW 343-9661 Sherman Richard S	Shilling Larry RFD 2 Boones Mill 774 Shilling Lewis 3133 Honeywood Ln SW - 989
		Shepherd Susie & Drew	3440 Franklin St Salem = - 389-2557 Sherman Robert M	Shilling Lewis 4613 Long Acre Dr NE 366 Shilling T B 364 N Market St Salem 389
	Shepherd B F 3666 Ferneliff Av 563-5322	Shonbard W. Lackson	3716 Red Bird Cir SW 774-5091	Shilling T M 1101 13th SE 342 Shilling Wesley W RFD 2 Boones Mill 989
	= 828 Apprsn Dr Salem-Va 389 - 6817	2620 Cornwlls Av SE - 343-2795	Sherman William W 6614 Old Barn Cir Salem——774-7937	Shilling Winford A
	RFD 1 Blue Ridge Va 977-0630	2934 Woodthrush Dr SW 989-5969	SHERMAN'S COFFEE SHOP 411 1st SW 343-7221	727 Spruce Vinth $V_{3} = -343$ Shillings Susan 1312 Pechin Av SE $= -343$
	Shepherd Carl M 181 Oaklwn Av NE 366-6423 Shepherd Carol L		Sherman's Too 28 Franklin Rd SW 343-7496 Sherrard J W 629 Fla Salem Va 389-3747	Shimchock Joseph 6623 Pendltn Dr 366 Shimchock Stephen L
	1609 Lancing Dr Salem 389-9974 Shepherd Christine M Mrs		Sherrard J W Jr	823 Palmyra Dr NW 362 Shimchock's Label Service
	00110 1 0 1011 000 0100	Shepherd's Antiques	641 Apperson Dr Salem – 389-5620 Sherrard Sidney S	121 Sycamore Av NE 982 Shimchock's Litho Service Inc
	3420 Electric Rd SW989-6181	SHEPHERDS AUTO SUPPLY INC	26 N Bruffey St Salem – 389-2295 Sherrick Francis P	121 Sycamore Av NE 982
	Shepherd Clarence D	Main Store 1001 Williamson Rd SE 344-6666	100 Kimball Av Salem – 389-0115 SHERRILL See Also Scherl	SHINAULT See Also Chenault Chernault
	115 Stratford Dr Blue Ridge — 977-8558 Shepherd Clarence E	SAS Automotive Warehouse	Sherrill Charles T ofc	Shinault Frank James
	511 Hershbrgr Rd NW 366-3501 Shepherd Clifton C	1003 Williamson Rd SE — 982-2655 Salem Branch 1201 Indiana St Salem — 389-8611	5417 Williamson Rd362-1886 Res344-5790	2603 Churchill Dr NW - 362
	1727 Braeburn Dr Salem 989-3945		Sherrill Emmett	6008 Thornrose Rd NW = - 362
	Shepherd Donald L 2528 Avalon Av NW 563-2454	Shepherds Carburetor Ignition &	2133 Lynn Hope Dr NW 366-6377 Sherrill M J	1614 Conehurst Blvd Salem 362
	Shepherd Drew & Susie 172 Jampa Dr NE563-4314	Machine Shop 1001 Williamson Rd SE 344-6271	1112 Mountain View Rd Vinton = -345-5255 Sherrill R G 3751 Parliament Rd SW = -344-6741	Shinault Ted G 4402 Lewiston St NW -362. Shindell C B RFD 2 Salem Va 774.

BENT MOUNTA	11
Sheets Thomas	
6035 Marsh Wren Ln SW774-705 Sheets Thomas Fillest	
Sheetz Brian L 176 Wildhurst Av NE362-164 Sheetz Richard L	0
Sheffer Brady L	
3780 Chesterton St SW774-753 Sheffer Brady L CPA 301 Elm Av SW982-377; Sheffey C 4132 Avenham Av SW989-766; Sheffey Robert Raiph 3340 Circle Brook Dr SW989-929;	7
Sheffey Rosa B Mrs 515 Loudn Av NW 344-5850	
Sheffield Frank B Jr 413 Darwin Rd SW = 345-3729	;
Sheffler Frank W 2212 Cantle La SW774-7093 Sheffler Gary D 30 Goodwin Av Salem389-6937 Sheffler Robert W206 E Calhoun St Salem389-8271	7
Sheftel Lee 5941 Black Horse Ln SW989-0880 Shelburn Rod 1515 Red Oak Ln SW989-6816 Shelburne A J 4925 Fralin Rd NW362-0359 Shelburne D W 5608 Halcun Dr NW366-1365 Shelburne J 506 Highland Av SW982-0292 Shelburne Ray Rt 1 Bent Mountain929-4547 Shelburne S P 646 Yorkshr Salem Va -389-6832 Shelburne Walter A	
2023 Tinker Dr NE - 982-2599 Shelden Richard & Janet	
5225 Twilight Rd NW 362-5506 SHELER See Also Sheelor Shealor	
SHELF THE Tanglewood Mall — — — — — — — — — — — — — — — — — —	
527 McGeorge Dr Vinton Va — 890-3993 Shell Clinton E RFD 2 Hardy — — — 890-4446	
SHELL COMPANIES— Shell Credit Card Action Line For Statement Or Billing Inquiries On Le Pennet Leat Or	:
Or Billing Inquiries Or To Report Lost Or Stolen Cards Toll Free-Dial "1" & Then800 331-3703	
Shell Oil Company ————————————————————————————————————	
5280 Terminal Rd SW — 774-4491 Shell Curtis E 3739 Melcher SE — 342-7907 Shell Darrell 3739 Melcher St SE — 344-2450 Shell David C 5023 Victria NW — 345-1487 Shell David Lee 2310 Memorial Av SW — 981-0225	0.0.0
Shell Don E 5451 Grandin Rd Ext SW 989-3583 Shell F Harvey Jr RFD 8774-4300	9,00
Shell Gary W 231 Chestnut St Salem 387-3044 Shell George A	5
1163 Crown Point Rd SE 342-1214 Shell Hazel Mrs 2229 Russell Av SW 344-5996 Shell LM 505 Powle St Sylam 2209 (1205)	5
Shell J M 525 Doyle St Salem389-6125 Shell James R 1319 Liberty Rd NE -+-563-9001 Shell Jim 4618 Biltmore Dr NW362-5319	5
Shell Marillee 2139 Tinker Dr342-1996 Shell Michael 2711 Hollowell Av SW774-4540	5
LUBRICANTS	S
1212 Loudoun AV NW344-7617 Shell P J 507 Braddck Rd Vintn Va343-4923 Shell P S Rev 30 Otter AV Salem366-9445	S
Shell Paul G 2060 Denise Cir NE 342-3538 Shell R K & Patricia Rt 1 Blue Ridge -890-5518	
Shell W G 1015 Page St Salem387-1021 Shell Warren E	S
931 Charnwood Cir NW – – 362-2525 Shellenberger Richard D	S
3412 Canter Dr'SW = -989-9348 Shellenberger Richard L	SSS
3412 Canter Dr = -989-3434	S
5341 Cherokee Hills Dr Salem——389-9092 Shelley E L Jr 5210 Luwana Dr SW ——989-0709 Shelley Paul M	S
1832 Greenwood Rd SW 343-5777 Shell's Pump Sales & Service	S
RFD 2 Hardy — 890-4446 Shelor A A 1950 Mountain Av Salem Va — 389-3135 Shelor A R 653 Hemlck Rd Salem Va — 343-8845 Shelor Ada N Mrs	SISI
1722 Memorl Av SW 344-5654 Shelor B C 3721 Sunrise Av NW 563-4127 Shelor B M 324 Clubhouse Dr NW 362-9376	S
Shelor Barry L 3819 Stratford Park Dr SW 989-0778 Shelor Billy O	SI
477 Chamberlain to Salem 389-6182 Shelor Bob 3464 Colonial Av SW 774-2286	SI
Shelor Bonnie D 5139 Overland Dr SW 774-6371 Shelor C L 1905 Maidn La SW 344-7611	SI
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helor Charles A 2342 Feather Rd Vinton 890-1336	St

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Shelor David W Rt 3 Salem 387-087 Shelor E L 2623 Floraland Dr NW 362-226	Q She
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724 Cherrywood Rd Salem — 389-539 Shelor Fred M 2754 Bobwhite Dr SW — 989-575 Shelor Frederick 1846 Oxford Av SW — 343-514 Shelor George A	5 She 3 She She
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Shelor Roy L 2931 Yorktown PI SW 343-4029	
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shelor Toyota Inc	
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Shelor Wayne A	Shell
738 Maryland Av Salem = 389-6781 helor Winton W RFD 1 Salem = 389-3450	Shell
Shelor Winton W Jr RFD 1 Salem 389-3263	Shelf
helton Andy RFD 3 Troutville977-8703 helton Barry L RFD 8344-1309	Shell
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helton Edith Mrs 2307 Melrs Av NW -344-6589	Shen
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HELTON FUEL OIL CO	SHEN 6520
942 Hartsook Blvd SE344-7454	Shena
942 Hartsook Blvd SE ———————982-1418 nelton G L 3020 North Side Rd NW ——362-8894	Shena
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2525 Ravenwood Av NW 563-2276 nelton Harry K	SHEN
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0	Shelton Henry Lee 3411 Brichlawn Av NW Shelton Herbert J	- 17
,	2516 Ellish Av Salem Va- Shelton Iris H rl est	3
5	3652 Brambleton Av SW	9
	Res 2701 Cannaday Rd NE Shelton J A RFD 11	17
3	Shelton J B 452 Riverland Rd SE Shelton J C 3414 Castl HI Av SW	- 3
	Shelton Jack L	
5	Shelton James E 226 Day Av SW	9
3	Shelton Joann 1139 Easton Rd Salem	-3
)	Shelton Johnnie Jr 825 Campbell Av SW-	-9
	Shelton K A RFD 8 Shelton Leslie L 3327 Forst HI AV NW	-3
	Shelton M T 1616 Lancing Dr Salem —	-3
,	Shelton Mark D 3110 Honeywood En SW	- 9
	Shelton Minnie H 3728 Michigan Av NW -	
	Shelton Nettie E Mrs	
	306 Gilmer Av NW – Shelton O 1452 Fresno St NW – – – –	-31
	Shelton Olivene W Mrs RFD 11	31
	Shelton Otha 1502 Gilmer Av NVV —— Shelton P B 4747 Player Dr NE ———— Shelton Quinn F Sr	-34
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	Shelton R B Mrs 1509 7th SE	-34
	Shelton R W 4818 Glenbrook Dr SW =	- 98
	Shelton Richard D 4132 Avenham Av SW –	-98
	Shelton Richard J Jr 5010 Youngwood Dr (IV/-	21
	Shelton Robert A Jr	
	5326 Eveningwood In NW - Shelton Robert B Jr	- 56
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	Shelton S C 1538 Maiden Ln SW	77
	Shelton S W 100 Kimball Av Salem	38
	Shelton Samuel P 2101 Denniston Av SW	-34
	Shelton Sherrill L 2001 Carter Rd SW - Shelton Sidney L	-34
	5108 Buffalo Cir Salem	-38
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,	Shelton Thomas Earl 3734 Long Meadow Av NW	
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4	SHELTON-WITT EQUIPMENT	
	1361 Main St E Salem	389
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0	SHENANDOAH AUTO PARTS INC	
C	1901 Shenandoah Av NW	343
3	SHENANDOAH BAPTIST CHURCH 6520 Williamson Rd NW	366
S	henandoah Baptist Ministries 6520 Williamson Rd NW -	
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C	1488 Peters Creek Rd NV	563
2	HENANDOAH BINGO 3369 Shenandoah Av NW34	15-
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S	Nights Sundays & Holidays Call henandoah Club 24 Frankln Rd SW	342 345
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3	HENANDOAH DRIVE-IN- THEATRE	
	3320 Shenndh Av NW	344



In The Shenandoah Valley.

(DOWN VIRGINIA WAY.)







Two little babies were born in the spring But died when the winter was new I lost control of my mind and my soul But my woman's faith carried us through.

When she reaches that river, Lord You know what she's worth Give her that mansion up yonder 'Cause she's been through hell here on earth Lord, give her my share of heaven If I've earned any here in this life 'Cause, God, I believe she deserves it My woman, my woman, my wife.

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SHENANDOAH WALTZ

"Chubby Wise and I wrote this song one day while drinking coffee in my kitchen. Chubby wrote the music and I wrote the words. I had gone through the Shenandoah Valley of Virginia, playing dates there. I think it's one of the most beautiful spots there is. I did then and I still do. I said to Chubby, 'There's never been a song that I know of about the Shenandoah Valley of Virginia.' The very first time I performed the song on the Grand Ole Opry, I received an encore. It was a success then and has become a standard waltz tune in country music. At the time the song became a hit I was given the name of 'Hillbilly Waltz King Of The World.' The title was later changed to 'Country And Western Waltz King Of The World.' I've also written and recorded several other waltzes which were successful."

SHENANDOAH WALTZ

by Clyde Moody and Chubby Wise

In the Shenandoah Valley of Virginia Lives a girl who is waiting just for me Oh, how many times we've waltzed in the moonlight And in her lovely arms I long to be.

I miss her smile in the moonlight I know she misses me, too

In the Shenandoah Valley of Virginia I know that her love for me is true.

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SPARKLING BROWN EYES (SPARKLING BLUE EYES)

"I was told about Billy Cox by Clark Kessinger, who's a great of fiddler. When I found him, Billy was living in an old converted c house in a holler in West Virginia. Although Billy had released ov records for Columbia, Gennett and Decca, he was on welfare and getting any money from any of his songs. He didn't have any relaticated about or that cared anything about him. We became good f and I helped Billy. We got together and did an album on Ka Records, and I got this song copyrighted for him. It was fifty-fifty o and when he died in 1968, he willed his portion of it to me. Billy was of appreciative of the fact that somebody was caring a little bit about he did."

—Ken Davidson, Kanawah Re

SPARKLING BROWN EYES (SPARKLING BLUE EYES) by Billy Cox

There's a ram-shackle shack down in old Caroline That's calling me back to that gal of mine Those dear blue eyes I long to see The girl of my dreams she will always be.

Those dear blue eyes that sparkle with love Sent down to me from heaven above If I had wings like a beautiful dove I'd fly to the arms of the one I love.

When the whippoorwills call from the hills far away I would sing love songs and she would say "My love for you will never die But I bid farewell with a sad goodbye."

When it's harvest time down in old Caroline I'll be drifting back to that gal of mine



BEFORE THE BOARD OF SUPERVISORS OF THE COUNTY OF AMADOR, STATE OF CALIFORNIA

IN THE MATTER OF:

RESOLUTION ENDORSING AND SUPPORTING PETITION FOR DESIGNATING SHENANDOAH VALLEY OF AMADOR COUNTY AS AN APPELATION OF ORIGIN

RESOLUTION NO. 5980

WHEREAS, the Amador County Shenandoah Valley was settled and named in the 1850s; and

WHEREAS, said Shenandoah Valley has continuously produced wine grapes since 1853; and

WHEREAS, said Shenandoah Valley has an established national viticultural reputation; and

WHEREAS, the grape crop is in excess of \$1.9 million per year; and

WHEREAS, the annual payroll from grapes is \$.5 million; and

WHEREAS, the grape industry contributes \$16.8 million to the local economy; and

WHEREAS, were this appellation not granted it would have significant adverse consequences for the growers, wineries in the County and upon the County itself.

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of the County of Amador that said Board endorses and supports the petition for designating the Shenandoah Valley of Amador County as an appelation of origin.

The foregoing resolution was duly passed and adopted by the Board of Supervisors of the County of Amador at a regular meeting thereof held on the 16th day of June, 1981, by the following vote:

AYES: Supervisors Joyce, Summers, Begovich, Colburn,

and Questo

NOES: None

ABSENT: None

Chairman, Board of Supervisors

ATTEST:

SHELDON D. JOHNSON, County Clerk and Ex-officio Clerk of the Board of Supervisors, Amador County, California

By Catherine Montgonery
Deputy

THE FOREGOING INSTRUMENT IS A CORRECT COPY OF THE ORIGI-NAL ON FILE IN THIS OFFICE.

TIEST: JUN 26 1981

Shaldon D. Johnson, County Clerk and Ex-Office Clerk of the Board of Supervisors of the State of Celifonia, in and teaching County of Amador. B. Attacker Josephy County of Amador.

Le, the undersigned, urge the BATF to grant the American Viticultural Appeliation "Shenandoah Valley" only to the Shenandoah Valley of California. The Shenandoah Valley of California was named over 125 years ago, and currently is recognized nationally and internationally as a viticultural area producing superb wine grapes. Over the years, BATF, in their label approval process, has already granted wineries (e.g., Gemello, Sutter Home, Ridge, Harbor, Montevina) the right to specify "Shenandoah Valley" as an identifier on their labels. It would be wrong for BATF to now recind the right of wineries to so inform the consumer when wines are made of grapes from this famous and highly distinctive viticultural area. This would confuse the consumer and create marketing problems for wineries forced to change their labels.

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Name	Street	City Zip Code Date
Marian Y. Burgess		Volcano Ca 95689 6/27/8
2 Burges		Vocano, CA 95689 "
Cerni Hack	own Two and	Jacamento, CA95826 6/27/2
Tenelly, Jordan	,,	. Sacramento, CH 95821 6/27/8,
Hence M Ceraspon	9	SACRAHENTO CA 95819 6/27/81
Jotana Santiago		Sacramento OL 95831 6/27
Inoine Dukes	10 /00 10 10	Sutter Creek 95685 6/27/8
Stary Gulen		drum 92715 6/27/81
5 Ayers		Wilton 95693 6/27/81
J. Alled	. ,	h.C. citch 84/16 6/37/8,
West Corocheron	and the	Mador City Ca 95601 6-27-8
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The Crockeron	/ /	Bellerge Wa 98006 6-27-8
Gonald L Box		Iddhabier 95629 6-688
Jawe J Boegen		Tiddhawn 95629 6-28-8
Daviel P. norther	m Dala C.	-fiddletown 95629 6-27-81
Georgette Norther	in har De	Fiddleton 95629 6-278
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Michael of fluen	700	Pollock Pinis, Ca 95726 6/28/
Deploca X. Ou	en	Pollock Pines, Co
Larbora Dunn		Mr. aukum Ca. 95656 6-28-8.
Delbri Crow		Camino Ca 95

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

Gentlemen

I have been drinking heavy bodied Zinfandel from the Shenandoah Valley for years, never have I thought of Virginia when I was buying or drinking this wine.

There is only one Shenandoah Valley and it's east of Sacramento in the Sierra Foothills.

tina Chelone

Thank you

Santina Chelone

San Mateo, CA 94402

749

COOPERATIVE EXTENSION UNIVERSITY OF CALIFORNIA AMADOR COUNTY

P. O. BOX 1328 JACKSON, CALIFORNIA 95642 PHONE (209) 223-3151

COUNTY AIRPORT SUTTER HILL

July 7, 1981

Chief Regulations & Procedures Division Bureau of Alcohol, Tobacco & Fireams P.O. Box 385 Washington, DC 20044

Dear Sir:

This is a comment regarding the Shenandoah Valley Appellation.

Historically the grape industry in Amador County has been centered in Shenandoah Valley. The "Valley" is not a true valley but is an area of rolling hills north and east of Plymouth, California, between 1,000 ft. and 2,000 ft. elevation. What distinguishes this area are the very productive granitic soils of the Sierra and Shenandoah soil series as defined by University of California and USDA soil scientists, a cooler climate caused by the elevation, the water holding capacity of the clay loam soils, and the average rainfall of 30 inches.

Grapes have been grown commercially in Shenandoah Valley since 1853. The production of grapes has been continuous since that time. When the author came to Amador County in 1955, there was one commercial (D'Agostini) winery in Shenandoah. Today there are ten wineries in the Valley, one under construction, and several more planned.

The principal varieties are Zinfandel, Sauvignon Blanc, Cabernet Sauvignon, Barbera, Carignane, Mission, Muscat of Alexandria, Chenin Blanc. Until recently Zinfandel comprised 80% of the acreage but large new plantings of Sauvignon Blanc have changed this relationship.

Until the wine boom began in 1970 a large portion of the grapes were sold to home wine makers or "customers" as they were called. Deliveries were made as far away as Montana, Susanville, CA, Nevada, Red Bluff, CA, and the San Francisco Bay Area.

As the popularity of wine increased, more and more grapes were sold to wineries in Napa, Sonoma, Alameda, Santa Clara, Monterey, and wineries in other counties. Amador County and Shenandoah Valley became a well-known wine label designation. Twenty-eight wineries outside of Amador County were buying grapes from this area.

In the meantime new wineries began coming into Shenandoah Valley. The following list explains the chronology.

Winery	Year Founded	Bonded Winery Number
D'Agostini (Uhlinger) Montevina Story Vineyards Shenandoah Vineyards	1856 1973 1979 1977	2459 4622 4644 4809
Santino Wines	1979	4836
Beau Val Wines	1979	4907
Baldinelli Shenandoah Valley Vineyards	1979	4913
Amador Foothill Winery	1980	4963
Karly Wines	1980	4967

During the past three or four years many wineries in the North Coast have written contracts for Amador County Zinfandel grapes based on the average Napa Valley price for Zinfandel. Much of this wine is bottled with "Shenandoah Valley" on the label.

A major consideration in fitting grape varieties to climate has been the University of California system of the accumulation of heat units during the growing season April to October. Five grape growing regions have been established.

Region	I	Less tha	in 2,50	0 degre	e days	over	50°F
Region	II	2,501 -	3,000	degree	days		
Region	III	3,001 -	3,500	degree	days		
Region	IV	3,501 -	4,000	degree	days		
Region	V	4,001 -	more.	-	-		

Our office has analyzed the temperature records kept by Tulio D'Agostini in the Shenandoah Valley. The heat summation in degree days is as follows.

Year	Degree Days	Climate Zone
1969	3508	IV
1970	3577	IV
1971	3294	III
1972	3570	IV
1973	3545	IV
1974	3771	IV
1975	3334	III
1976	3455	III
1977	3711	IV
1978	3568	IV

In earlier studies three out of four years were in Zone III. Excellent natural sweet table wines can be produced from soils in these climate zones according to A.J. Winkler, Professor of Viticulture, Emeritus.

	Bearing	Production Per		Value	
	Acres	<u>Acre</u>	Tons	Ton	<u>Total</u>
1980	912	3.49	3,183	450.00	\$1,432,300
1979	942	3.69	3,476	465.00	1,616,300
1978	810	3.02	2,446	452.00	1,105,600
1977	646	1.66	1,072	389.00	417,000
1976	696	2.40	1,844	265.00	442,700
1975	628	3.26	2,050	204.00	418,200
1974	589	2.28	1,343	253.00	339,800
1973	584	4.40	2,570	390.00	1,002,300
1972	556	2.82	1,568	345.00	541,000
1971	551	3.84	2,116	210.00	444,400
1970	535	2.17	1,162	121.00	140,600

ECONOMIC IMPACT OF GRAPES

Studies by Sarquis and Colman have determined that the weighted average economic multiplier for grapes produced, processed, and marketed in the County is 7.8.

The County grape production income for 1980 was \$1,432,000. Since approximately 71% was produced in Shenandoah Valley, the grape production income (71% x \$1,432,000) for Shenandoah Valley equals \$1,020,000. This then has an economic impact of 7.8 times or \$7,960,000.

Sincerely,

Robert E. Plaister County Director and

Farm Advisor

REP/cb

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

Gentlemen

Throughout the years I've consumed a great deal of wine from Shenandoah Valley. It is flavorsome and of high grade.

I feel the appellation is essential. and mis sunk Gellingel

Thank you

Mr. and Mrs. Frank Pellizzer

Lancaster Ca.

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

eondo

Gentlemen

I bring to your attention the fact that Shenandoah Mational Park is in Virginia.

Shenandoah Valley wine area is in California, the appellation belongs in California.

Thank you

Edith Condo

Burlingame, CA 94401

206

Amador County Chamber of Commerce

TELEPHONE (209) 223-0350

P. O. BOX 596 JACKSON, CALIFORNIA 95642

July 6, 1981

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

Dear Sir:

The Amador County Chamber of Commerce strongly endorses the application of the Amador County Wine Grape Growers Association for the American Viticultural Appellation "Shenandoah Valley" for the following reasons:

- 1. The Virginia area which shares this name has not applied for the "Shenandoah Valley" appellation.
- 2. Our continuous wine grape production since 1853, now covering more than 1200 acres and recognized nationally as a product of California's Shenandoah Valley versus Virginia's very recent entry into the viticulture field with less than 100 acres in grapes, and,
- 3. The critical need for differentiating between other Amador County wine grape growing areas and the Shenandoah Valley which produces, among others, a unique award-winning Zinfnadel which enjoys a high degree of recognition as a product of THE SHENANDOAH VALLEY.

Denying this application would create consumer confusion in a well established market and constitute an economic hardship which would negatively impact our ten family-owned wineries, as well as the forty wineries outside of Amador County using Shenandoah Valley grapes.

July 6, 1981 page 2.

Thank you for your consideration of this important matter. Sincerely,

AMADOR COUNTY CHAMBER OF COMMERCE

Judith Varley, Nice President

> cc: Senator Alan Cranston Senator SalaHayakawa

Congressman Norman Shumway

Ken Deaver, President

Amador County Wine Grape Growers Assn.

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Address:

Junez. Ca. 95376

July 7. 1981

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

Gentlemen

As a future grape grower, I am indeed concerned that we, the Shenandoah Valley obtain the appellation of which we have asked for.

Shenandoah Valley has been providing grapes for over 100 years to wineries which bore the name on the label "Shenandoah Valley," over the past 100 years people who have bought and consumed this wine knew and still know that. There is only one Shenandoah Valley which has been producing grapes and wines, which is California's. Virginia's Shenandoah Valley has taken on, for over 100 years, a different reputation; purely historical. That's the way it should stay.

This is why I feel that Shenandoah Valley is well deserving of the appellation of which we ask for.

Thank you

Patricia Chapin

Shenandoah Valley Plymouth CA. 95669

Patricia Chapin

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

led of sold

Address:

Plymonth, CA 95669

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Address: Donald D. Churchill
Los Golos, 95030
Co.

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Landia M. Luctberg

Address:

Leckson 95642

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Address:

Sacramento, Ca. 95826

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Address:

LOS GATOS 95030 CALIF

Datricia Wilson

260

July 6, 1981

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Address:

Sincerely yours,

Lohn E. Chanabka

CAMERON PARK CA

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Address: LARRY NAPPE

NAPA, CA. 94558

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Horge It Islik

Address:

SAN (EANDRO, CA, 94579

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

fout fully

Address:

Atabas Co 95 201

265

Chamber Of Commerce

Front Royal and Warren County, Virginia

501 South Royal Avenue Telephone 703-635-3185

P. O. Box 568 Front Royal, Virginia 22630

July 9, 1981

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

ATT: Notice No. 371

Dear Sir:

The Chamber of Commerce of Front Royal & Warren County, VA wishes to express opposition to the request of the Amador County California Wine Growers Association.

The Shenandoah Valley is rich in history and has withstood the test of time. Even now it is known through out the world as one of the places to visit in Virginia. Why should a small area in California be allowed to used exclusivly the name Shenandoah when the Valley was given the name long before California was given statehood.

Our fledgling wine industry will continue to grow but let it grow in the original Shenandoah Valley. We, therefore, ask that the petition of the Amador County California Wine Growers Association be denied.

Sincerely,

Edwin H. Harper

Executive Vice President

EHH/pla

CC: Shenandoah Valley Travel Association

FRONT ROYAL

"WHERE THE SKYLINE DRIVE BEGINS"



Vinterra Farm

WINERY AND VINEYARD 6505 STOKER ROAD HOUSTON, OHIO 45333 HOMER KARL AND PHYLLIS JEAN MONROE P.O. BOX 10, PIQUA, OHIO 45356 (513) 773-1361

July 7, 1981

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

Subject: Shenandoah Valley Viticultural Area

Gentlemen:

I am the owner of a small winery in Ohio, and I do not believe it would be within the spirit of the rules dedicating a viticultural area to use the name Shenandoah Valley for the designation of a wine growing area in California. According to the definition in my dictionary the Shenandoah Valley extends along the Shenandoah River between the Allegheny and the Blue Ridge mountains. No where have I been able to find anything published that identifies a "Shenandoah Valley California".

As all of us know, when this Country was first settled people carried with them as they moved west the names of places first established in the east, and we find throughout the country the names of towns, counties, and other places that were given the same names as their counterparts in the east - something like carrying on a family name. It would be difficult to find anyone who would associate Buffalo with anything other than New York or Aberdeen and Maryland or Philadelphia and Pennsylvania. Yet, I am sure the people in Buffalo, Wisconsin and Aberdeen, Washington and Philadelphia, Missouri would disagree with that. But we're not talking about the people in the local area. We're talking about people generally in the United States and their association of a name with a place.

From a more personal point of view I have dedicated a great deal of time, effort and money to become a part of the obvious growth in the eastern wine business. Eastern wine growers are producing excellent wines - in some ways superior to comparable California wines. Just the bigness of the California wine industry alone makes it very strenuous for the eastern growers to compete, and I think it would not only be inconsistent with the rules but also a serious dilution of the traditional importance placed upon the identity of wine production.

Very truly yours,

Homer K. Monroe

MICHAEL N. OWEN C.P.A.

Pollock Pines, CA 95726

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

Gentlemen,

This letter is in support of the appelation "Shenandoah Valley" for the Shenandoah Valley wineries of California.

14 active wineries seem to me to be more indicative of the activity in the California Area than the 2 wineries in Virginia, only one of whom is producing, and even that one doesn't buy grapes from the Shenandoah Valley of Virginia.

Virginia's valley might be historic, but not for the production of award-winning wines.

Singerely.

Michael N. Owen

cc Shenandoah Winery

268

CALIFORNIA MINING ASSOCIATION

P.O. Box 3 / Jackson, Ca. 95642 / (209) 223-1129

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Pfizer, Inc.
Pfizer, Inc.
Pfizer, Inc.
Cocidental Cement Co.
San Juan Gold Co.
Southwestern Portland Cement Co.
Teledyne Tungsten
The Standard Slag Co.
Union Carbide Corp., Bishop
Union Carbide Corp., King City
U.S. Borax & Chemical Corp.
U.S. Tile Co.
Vinnell Mining & Mineral Corp.
Western Source, Inc.

July 7, 1981

Honorable Donald T. Regan U.S. Treasury Department Washington, D.C. 20220

Dear Mr. Secretary:

This is the sort of nonsense that must be stopped.

The enclosed document sets forth the details; but, here is the meat of it.

A few farmers in Amador County's Shenandoah Valley have been successfully producing an outstanding wine, mainly Zinfandel, continuously since 1853.

Now, the federal government's Bureau of Alcohol, Tobacco and Firearms has forced the establishment of "American Viticultural Areas". Virginia wants to use the appellation Shenandoah Valley as do the Amador County wine grape growers of the Shenandoah Valley area.

For 128 years, the livelihood of a few Amador County farmers has been enhanced by using the Shenandoah name with no federal program. The wine consumer has benefited from the care and pride put into producing the wine.

Please instruct the Alcohol, Tobacco and Firearm people to drop this stupid, needless, bureaucratic, make work program and Virginians and Californians can get on with constructive endeavors.

Sincerely.

Ray B. Hunter

Executive Director

RBH/bb enc.

cc: Chief, Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms

AMADOR COUNTY WINE GRAPE GROWERS ASSOCIATION

ROUTE 2 BOX 27, PLYMOUTH, CALIFORNIA 95669

TELEPHONE 209 / 245-6402

URGENT ACTION NEEDED

June 15, 1981

TO:

WINERY OWNERS, WINE WRITERS AND CONSUMERS

FROM:

KEN DEAVER, PRESIDENT

SUBJECT:

NEED FOR PUBLIC COMMENTS TO ASSIST THE AMADOR WINE INDUSTRY OBTAIN

A SHENANDOAH VALLEY APPELLATION

(Comments to ATF must be RECEIVED on or before July 12, 1981)

Last Fall the Amador County Wine Grape Growers Association applied for the American Viticultural Appellation, "SHENANDOAH VALLEY" and the Bureau of Alcohol, Tobacco and Firearms (ATF) is currently accepting written comments. About 80 letters have been received from Virginians complaining that the Californians have expropriated their historical name. Included among these letters are comments from the Governor of Virginia and the Virginia Senatorial and Congressional Delegations asking ATF to disapprove the California application. It should be noted that the Shenandoah Valley of Amador County was named by Virginia settlers in the 1850s. The Virginia area has not applied for a Shenandoah Valley appellation.

We are asking you to assist us in our efforts because many wineries throughout California are using grapes from the Shenandoah Valley and identifing the wine as such. The unique Zinfandels from the Shenandoah Valley of California have a national reputation going back to the early 1970s and we feel that wine consumers should be allowed to find these same wines identified as before.

The ATF has forced the establishment of American Viticultural Areas by ruling that no winery may label their wines "Estate Bottled" unless it is in an American Viticultural Area. The ten wineries in the proposed viticultural area, as well as many other California wineries, would be faced with significant marketing problems should they not be allowed to continue to use "Shenandoah Valley" to identify their wines. Although the word "Amador" has also been used in marketing these wines, that name would not be a good alternative since Amador County has other grape growing areas with microclimates significantly different from the Shenandoah Valley. Since the labelling requirements for estate bottling include the winery name and location, as well as a statement that the product was grown, produced and bottled by the particular winery, there would be no confusion regarding the

origin of the grapes. ATF should grant the appellation "Shenandoah Valley" as requested in the application and not require that it be called "Shenandoah Valley of California", since this would cause economic and artistic problems involving label redesign, given the type size requirements and the wordiness of that appellation.

We have been told that travel constraints imposed by the Reagan Administration may rule out hearings on this matter in California. Therefore, we cannot emphasize too strongly that your written comments will have an impact. The issue is not which area has the historical right to use the Shenandoah name, but rather, which area has established a superb, national viticultural reputation and has unique growing characteristics that distinguish the area from other areas.

We trust that you will do everything possible to respond to ATF's call for comments and to encourage the wine drinking public to comment as well. The attached fact sheet should assist you in writing the ATF. Should you require additional information, call (209) 223-0956 during working hours or (209) 245-6402, 245-6307 or 245-3698 in the evening.

There has been a thirty day extension to the original comment period. Comments must be received on or before July 12, 1981. Please write to:

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

Sincerely,

Ken Deaver, President

Hen Deaver

Enclosures: Fact sheet and list of wineries using Shenandoah Valley grapes

FACT SHEET

CALIFORNIA'S SHENANDOAH VALLEY

- 1. Located 40 miles East of Sacramento
- 2. Settled and named in early 1850's
- 3. Agricultural community, family farms
- 4. Proposed viticulture area 10,000 acres -
- 5. Continuous wine grape production since 1853
- 6. Current vinifera wine grape acreage about 1,200
- 7. Grape cash crop in excess of \$1.9 million per year
- 8. Wholesale value of wine approximately \$13 million
- 9. Retail value of wine in excess of \$19 million
- 10. Annual viticultural payroll \$0.5 million
- 11. Amador County Wine Grape Growers membership of 50
- 12. Wineries in proposed viticultural area: 10 (Family owned)
- 13. Over 50 California wineries have used this area's grapes
- 14. Recognized nationally for its wines since the early 1970's

VIRGINIA'S SHENANDOAH VALLEY

- 1. Wineries in Shenandoah Valley: two
- 2. Wine varieties: predominantly French Hybrid
- 3. Current estimated acreage in grapes: less than 100
- 4. No national viticultural reputation

WINERIES THAT HAVE USED OR ARE USING SHENANDOAH VALLEY GRAPES

NAPA COUNTY:

BURGESS CELLARS
CAYMUS VINEYARDS
CARNEROS CREEK WINERY
CHRISTIAN BROTHERS WINERY
INGLENOOK VINEYARDS
MAYACAMAS VINEYARDS
ROBERT MONDAVI WINERY
MT. VEEDER WINERY
NAPA WINE CELLARS
SATTUI WINERY
SUTTER HOME WINERY
TULOCAY WINERY
Z-D WINES

SANTA CLARA COUNTY:

GEMELLO WINERY
RICHARD LAMB
RIDGE VINEYARDS
SAN MARTIN WINERY

ALAMEDA COUNTY:

RICHARD CAREY WINERY CONCANNON VINEYARDS J. W. MORRIS PORT WORKS VEEDERCREST WINE AND THE PEOPLE

OTHER CALIFORNIA WINERIES:

AHERN WINERY
BOEGER WINERY
EASTSIDE WINERY
GEYER PEAK WINERY
LEEWARD WINERY
OAK VALLEY WINERY
QUADY WINERY
SEQUOIA CELLARS
STEVENOT WINERY
ZACA MESA WINERY

BARGETTO WINERY
CHISPA CELLARS
GALLO WINERY
HARBOR WINERY
MONTEREY PENNINSULA WINERY
ORLEANS HILLS VINEYARDS
RANCHITA OAKS WINERY
SOMERSET VINEYARDS
UNITED VINTNERS

AMADOR COUNTY WINERIES:

AMADOR CITY WINERY
ARGONAUT WINERY
BEAU VAL
KARLY WINES
MONTEVINA
SHENANDOAH VINEYARDS
STORY VINEYARDS

AMADOR FOOTHILL WINERY
BALDINELLI SHENANDOAH VALLEY
D'AGOSTINI WINERY
KENWORTHY VINEYARDS
SANTINO WINES
STONERIDGE

Red Bluff, CA 96080 8 July 1981

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

Dear sir:

A recent article in the California Farm Bureau publication, "Ag Alert", brought to our attention the controversy over the use of the name "Shenandoah Valley" in the marketing of a California grown wine. We think to allow the use of this name would be ridiculous. Between the two of us we have lived in California a total of 90 years, and neither one of us has ever heard of a "Shenandoah Valley" in California. We might add that one of us has lived most of her life in Stockton and is well traveled in Amador County.

On the other hand, we have both not only heard of Virginia's Shenandoah Valley, but have visited it and enjoyed its just fame for beauty.

It would make as much sense for these California Wine growers to call their product "Grand Canyon Wines", or even "Eiffel Tower Wines".

We ordinarily do not write letters of this kind, nor do we have an axe to grind, but some things are simply too ridiculous to be ignored.

Very truly yours

JOHN F. COSTELLO

MARY A. OLIVER

	Chief
	Regulation and Procedures Division
	Bureau of Alcohol, Tobacco & Firearms
	P.O. Box 385 Washington D.C. 20044
	7
	Dear Sirs:
	Iam a Spenandoah
	Valley grape grower. I Think the shenandoad
	I I hink The shenandoad
	Valley apellation belongs to us because of our
	to us because of our
	reputation with the Zirfandel grapes.
	cirtandel grapes.
	The all successions
	James Mr. Chapin
	games III. Chapin
	Plymouth Ca. 95669
	,
_	
	The second secon

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

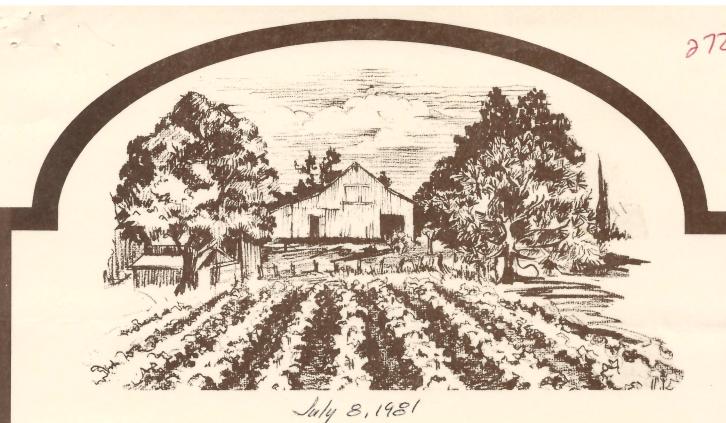
I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Thomas E. ODlian

Address:

Plymouth, Ca. 95669



Chief Regalations and Procedures Div Bureau of Alcohol Tobacco and Firearms PO Box 385 Washington, DC 20044 (Notice No 371)

As the proprietors of a bonded winery, BW-CA-4900, we appreciate the opprofunity to comment on the proposed rule-making, NPRM No 371, Shenandoch Valley Viticulture Cova.

Our winery and vineyards are physically located, within the presently defined boundries of the Amader County avea historically known in this locality since the late 1800's as the "Shenandoah Valley". Therefore, we clearly have a legitimate vested interest both personally and financially in any action proposed by the ZATE. That could affect property values, lively hood, reputation or status.

Kenworthy Vineyards

intentioned the concept set forth in Treasury Dept Final Rule TD-ATF-60, There are complex and critical implications to a gricultural, commercial, and startatory foundations that must be carefully considered. Presumably, The underlying (if not sole) purpose of the adopted rule was to develope a basis upon which to provide consumers with the most relevant and meaningful wine lable information and to minaimize mis representations of factors relating to wine quality.

from the outset, we were concerned that even if a consensus could be achieved among those individuals who clearly have a proper economic interest, that the BATE was admost singularly ill equiped or experienced to adequatly evaluate this subject. It Is now entirely clear that these Sears were well Lounded on the basis of the decision recently reached with respect to the Mapa Valley case. Perhaps the most glaring fault with This decision is that its broad emprace makes a mockery of the original intent, ie, to distinguish areas with unique qualities. les usual in an attempt to offend almost no one There is the corollary, almost no one benefits. Surely, no knowledgeable person would suggest that all of the numerous grape varities grown in

that vast area are all well suited, let alone of uniform quality. It is simply a preposterous proposition which reduces an ideal to an absurdity. It must be pain fully difficult for those worked very long and hard to locate and develope The most favorable vineyards, whose grapes have produced not finest wines in the world, to be cast into such a broad definition. Sadly, it saws that when the government in terferes in issues of this when the government in terferes in issues of this value that unruffled mediocrity is more vigorously advocated than individual character and pride are encouraged.

Regretably, we see little or no prospect for a more rational or meaningful resolution to the case relating to the shouandoah valley (s). Indeed, The understandably emotionally charged historical issues have already diverted attention away from the true technical issues upon which such a decision must be based to assure any practical relevance to the public or wine consumer. Surly it does not require Federal mandate to distinguish between The names of locations seperated by a continent, situated in different states with distinctly different local addresses. The later two which are required label information. We below That itisreasonable to conclude that consumers can cope with that problem.

Indeed, we believe that it is simply premature Is hope for any assefull or meaning full
discrimination of viticulture ares that will result
in providing significantly more valuable wine
information to consumers, However, we do feel
wery strongly that within the entext of consumable food products, the pleasure of which is
largely a matter of personal preference, that
nothing should be done to prevent, where applicable,
the label disclosure that a wine was in fact
made entirely from winery estate vineyards or
from grapes purchased from a specifically identified
grower.

In summary, it is out view from the evidence available. That at worst there is little loss and at best little benefit to the wine consumer from any forsæable BATF mandated viticulture designificans

Sincerely; Dohn A. Kenworthan

WILLIAM F. DOERING

FALLS CHURCH, VIRGINIA 22044

July 10, 1981

Chief, Regulations and Procedures Division Bureau of Alcohol, Tobaçco & Firearms P. O. Box 385 Washington, DC 20044

Dear Sir:

This is in response to Notice No. 371 regarding the proposed establishment of a viticultural area named "Shenandoah Valley in Amador County, CA. I write as a consumer with substantial experience with wines produced in the Shenandoah Valleys of California and Virginia.

The wines of both areas have merit and it is natural that the producers would wish to enhance their sales appeal and protect their interests through the establishment of a demarcated viticultural area bearing the familiarly known geographic name. The problem is that, for historical reasons, both of these widely separated areas have the same name.

No group has, or should be able to acquire through a decision of the Bureau, exclusive use of a particular recorded historical name which exists in two or more locations. The request which is the subject of the Bureau's notice should, in its present form, be denied.

The fair and obvious answer is that the Bureau should be prepared to recognize and establish, upon request, viticultural areas entitled "Shenandoah Valley of California" and "Shenandoah Valley of Virginia." I urge that this be the Bureau's decision.

Sincerely yours,

William F. Doering

274



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

Dear Sir:

This letter is being written in regards to the possible classifying of the "Shenandoah Valley" as a viticultural area.

As manager of the City Hotel in Columbia State Historic Park, I have had the opportunity to select the wines for our restaurant's wine list. Our Wine List is extensive and we offer many wines from the Shenandoah Valley.

Since we are able to sell these wines, our guests, as well as our staff, have come to identify the Shenandoah Valley as a grape-growing region of excellent reputation.

As an area capable of producing unique wines of exceptional quality, they can be distinctly different from other wines in Amador County.

In marketing these wines, I feel that it is necessary to issue them a special appellation, so that the public, as well as wine enthusiasts, may be able to distinguish it from wines from other areas.

It is our hope that Shenandoah Valley receives the proper classification.

Sincerely,

Tom Bender

Assistant Manager

10m Bender

Main Street Columbia, Ca. 95310 For Reservations 209, 532-1479

Dears Sirs, Dure in the heard Shenandoah valley. alifornia, 2m 15-yea A feel it neces Durite agna state my soint of view withou inate as most ortant that we are grant ride forthe quality in authy started by adam Ufilinger in 1850 includes 872 alchers of Lendal, mission

Cabernet Saurignon, Carignane, Barlera, nd Daurignon Blanc grapes Over 20 ye original 1856 plant-Ago Jare still proclucing, and dereaucing greatly ho appalation or well down the tules. Than the some much Thankyou Elizabeth Chapin shenandoah valley, Plymouth Co 95669

Santino Winery

Rt 2, 21A Steiner Rd. Plymouth, Ca. 95669 245-3555

July 5, 1981

We, Santino Wine, is a family operated wening in Shenandoah Valley, Symouth of. whe produce gremum wine with our produce coming from the Skimmolouh Growers. We graduce in cheese of 10,000 cases and we are Apanding to an ultimate of 50,000 caree. Sales of our wines are many successful on a local level, and now we are unto a National Distribution, mot in Elizania. We are one of ten wineries in the Valley who your purchase the majority of our grapes from the area. When we purchased land here, three

and a haf years ago, we were told

Santino Winery

Rt 2, 21A Steiner Rd. Plymouth, Ca. 95669 245-3555

This area, called Shenandrah Cally was known as a good grape and wine regim of Amader County Of. We find it appulling that semience in Virginia would access us of sprygrating This name, a nume that has been established here for many yeurs. The unsumer who buys our wine looks for : Produced and Buttled by Santino Wines, Shenandoah Valley, Amador County. Thank you for taking the time to heave our nilus on this muller. Summily Wathew - Jany Sandino

6/30/8/ 277 Regulations and Procedures División Chief Bureau of Alcohol Tobacco & Triearns P.O. Box 385 Washington, D.C. 2004X Dear Sirs/ Madam, I wish to make my views Known about Notice No. 371. Having lived in the breautiful Sherandoah Valley of Virginia for 12 glar, I feel I have an obligation to defend the name against Commerci Abrise by some Colifornia Vineyards. I have a small vineyar Started and would hope to begin selling grapes to Shenandook Vineya in the future. Your action could create an unfair disadvantage for our valley if you granted the amador Co. Wine grawlers association the designation

as the Shenandoah Valley Viticultural If they Called themselves the Sherandoah Valley of California Norther than try to climinate us from using Sherandoah Valley in our mames. Sincerely, Jerry Testille TERRY FERTITA Mt. CRAWFORD, VA. 22801

MIL JACKSON, VA. 22842

July 4, 1981

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

I think it improper and misleading to use the name Shenandoah Valley to promote California products—grapes, wine or otherwise. From early Colonial times Shenandoah Valley has signified Virginia.

Tradition has it that the last great battle between the Catawba and Senando (Shendoa) Indians occured in the Shenandoah River bottoms in the immediate vicinity of the present Town of Mt. Jackson, Va.

It is indisputable historic fact that the river which enters the Potomac at Harpers Ferry--(North and South Forks)--takes its name from these Indians. It is also historic fact that the Virginia County in the valley of the North Fork of this river between the old Lord Fairfax line on the South and Cedar Creek on the North near Strasburg, first established in Colonial times as Dummore County, was renamed Shenandoah County in the period of the Revolutionary War in repudiation of Lord Dummore, the last Royal Governor of Virginia.

The Shenandoah Valley of Virginia was the scene of historic incidents from the earliest westward movements from the original English speaking colonies in pre-Revolution times. This was a gateway for western and southwestern movements from the colonies to the North of Pennsylvania and Maryland as well as from the eastern Tidewater and Piedmont settlements of Virginia. This was the scene of Garly treks of Boones; surveys in the 1740's of T. Lewis and of Peter Jefferson (father of Thomas); settlements of Washingtons, Hites, Stovers, McKays; homesites of Byrds, Marshalls, Lincolns (including the immediate family forbears of President Lincoln); the fiery anti-British sermons of Reverand (Colonel) Muhlenberg in the 1770's; the stopping places of President Andrew (Old Hickory) Jackson for whom Mt. Jackson is named; the scenes of resistance to Union Armies by General Thomas (Stowall) Jackson; the famous cavalry excursions of Union General Phil Sheridan; the commando type forays of the gray ghost, Colonel Mosby;—this waw the "Bread Basket" of the Confederacy:—and is a highly important agricultural area of today.

Without going into history past the mid-1850's, the fame of This Valley also is extended by its lush natural beauty, fringed by the beautiful George Washington and Thomas Jefferson National Forests and the famed Shenandoah National Park and it's Skyline Drive; the unique limestone caverns and limestone trout streams within the valley itself; the famous Seven Bends of the Shenandoah; the scene of the first C.C.C. camp in the United States; its industrial and agricultural products and its agricultural fairs and festivals.

Suffice it to say that the Shenandoah Valley of Virginia is famed in history, in natural beauty, in people, in products, in song and romance in the United States that pre-dates English speaking California by more than a hundred years.

Using the name Shenandoah Valley for any products of California borders on false advertising. Assigning it exclusively to Amador County would be grossly unfair to Virginia producers and particularly to the wine and fruit products of Shenandoah County, Virginia. It would be misleading to consumers to a degree that can hardly be countenanced by a Federal Government that purports to be of the people, by the people and for the people of the United States.

Yours truly,

Arthur J. Holmas

TOWN OF NEW MARKET

9357 Congress Street P.O. Box 58 New Market, Virginia 22844

July 3, 1981

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

Attention: Notice No. 371

Dear Chief:

This is written to express opposition to the petition of the Amador County Wine Growers Association of Plymouth, California seeking approval of the establishment of a Shenandoah Valley viticultural area in California.

The use of the name Shenandoah Valley as a part of California is totally improper. To do so ignores the history and culture of The Shenandoah Valley. You see, there is only one real Shenandoah Valley which has been so known since the first pioneers and settlers in this part of this country. The history, culture and great natural beauty of The Shenandoah Valley attracts thousands and thousands of tourists each year.

The designation of another Shenandoah Valley would create considerable confusion and adversely affect the many industries and business enterprises now located in the Shenandoah Valley.

We in New Market, Virginia are proud to be a part of The Shenandoah Walley and frankly, we object to someone located several thousand miles away attempting to usurp the benefits of that name. To us, common sense and logic dictates that the petition be denied. It is hoped you will view it the same.

Sincerely,

TOWN OF NEW MARKET

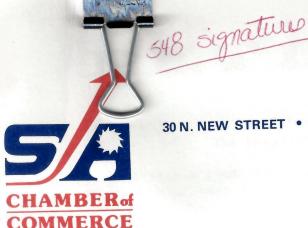
Francis J. Bezdek

Mayor

FJB:kb

Congressman, J. Kenneth Robinson Winchester, Virginia 22601

Shenandoah Valley Travel Association New Market, VA 22844



STAUNTON-AUGUSTA COUNTY

(380)

30 N. NEW STREET • P.O. BOX 389 • STAUNTON, VIRGINIA 24401 • (703) 886-2351

July 9, 1981

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

Dear Mr. George:

Enclosed are petitions with over 500 more Shenandoah Valley, Virginia, of course, citizens' signatures. This brings to well over 1000 the people who have signed this petition. These people as well as many others are protesting your awarding exclusive use of the name "Shenandoah Valley" to the wine growers in Amador County, California.

As I stated in my first letter, the Shenandoah Valley of Virginia is the original and is recognized as such world-wide. To award exclusive use of this name to California would not only be confusing but could cause economic harm to our budding wine industry.

Again I strongly urge you to reject the application from California and support the area from Virginia.

Sincerely,

Lillian P. Morse

Executive Vice President

cc: Senator John Warner
Senator Harry F. Byrd
Rep. Caldwell Butler
Rep. J. Kenneth Robinson
Meriwether German, SVTA







WAYNESBORO-EAST AUGUSTA CHAMBER OF COMMERCE

Where The Skyline Drive Joins The Blue Ridge Parkway

Post Office Box 459 · 301 Walnut Avenue · Phone 703: 949-8203 · Waynesboro, Virginia 22980

100 Signalures

July 7, 1981

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

Re: Notice #371

Gentlemen:

Our letter of June 10, 1981 expressed concern with certain California wine producers using the name "Shenandoah Valley" in their labeling and forwarded petitions signed by local residents to deny their request to use the name.

Additional signed petitions are enclosed.

Very truly yours,

Barrett Crane Executive Director

BC/sbp Enclosures



CALIFORNIA STATE UNIVERSITY, HAYWARD

HAYWARD, CALIFORNIA 94542

July 2, 1981

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

Dear Sir:

As a wine drinker, I write to request that you grant the right to use the appellation Shenandoah Valley exclusively to the Shenandoah Valley of Amador County, CA.

Shenandoah Valley wines have gained an important national reputation. Among wine drinkers, it is known as the New Napa — that is the inland valley of California second only to the Napa Valley in distinct quality of its wine grapes. It is a known area, a distinct area, an economically important wine-grape growing area. The words "Shenandoah Valley" on wine bottles has come to signify good wine to wine drinkers.

It would be a grave injustice to now require that wineries now cease to print Shenandoah Valley on bottles that consumers know to look for. It would damage a growing part of our economy. It would be costly to small, premium wineries that can ill-afford an economic set back.

Sincerely yours,

Jøan E. Sieber

Professor of Psychology

Wine East

L&H Photojournalism, 620 N. Pine St., Lancaster, Pa. 17603 (717) 393-0943

July 10, 1981

Mr. Thomas George Chief of Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Post Office Box 385 Washington, D.C. 20044

Dear Mr. George:

I should like to make a personal comment on the petition of the Amador County Wine Growers Association to have California's Shenandoah Valley approved as a viticultural area by your Bureau. My comment takes the form of some observations and a suggestion.

- l) Governor John N. Dalton of Virginia and others have called your attention to the fact that there is only one nationally known Shenandoah Velley, the one in Virginia.
- 2) A good case has been made for approving the Shenandoah Valley of California as a viticultural area. This area has a distinct microclimate that allows grapes to be grown that can be made into a wine with an intensity of flavor that cannot be duplicated elsewhere. Probably the most famous wine made from these grapes is the Sutter Home Amador Zinfandel, made in St. Helena from grapes grown in the Shenandoah Valley. Note the use of the term "Amador."
- 3) It is my understanding that the approval of an appellation, "Shenandoah Valley of California," would be a poor, if not unacceptable compromise to many of the people in the Shenandoah Valley of California. (It would also be considered a poor choice by those in Virginia who would still see confusion among consumers in the Eastern United States.)
- 4) The Shenandoah Valley of California is a high plain of the kind often found in the West. There are ten wineries in the moderate climate of the Shenandoah Valley. There is a second grape growing region in Amador County in addition to the Shenandoah Valley, and this region (with two wineries) has the hot climate of the Fresno valley. Grapes grown in this part of Amador County do not have the same winemaking characteristics as do those in the Shenandoah Valley. The wineries of the Shenandoah Valley have long recognized this fact by referring to their grapes as "Amador" rather than as "Amador County." Through popular usage, the term "Amador" has come to mean the Shenandoah Valley portion of Amador County. I refer again to the wine known as Sutter Home Amador Zinfandel.

284 5417



7/8/81

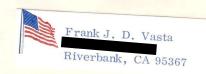
Chief Regulations Divesion ATF

Country Wine Grape Growers application for american Viticultural appelation "Shenandoak Valley". It is financially logical and fractical to utilize this appelation for clarification of grape origination to the national and international community of wine connoissents. To deny it for nostalgic reasons is short sighted and impractical, Please support and accept the application.

Yours Inely,

M. J. Stratz

2200 K STREET · SACRAMENTO, CA 95816 · 448-3919



285

5404

July 9,1981

Regulations and Procedures, C/O ATF, P.O.Box 385, Washington, D.C. 20044

Dear Sir:

Would appreciate if your office will stop the Shenandoah Valley of Virginia from using the name of, "Shenandoah Valley".

Wine grapes have been grown in the Amador County's Shenandoah Valley since 1853, and I believe that the Shenandoah Valley of Amador County of California should have the right to use its own name.

Nastr

Thank you. Sincerely,

Frank J.D. Vasta



13 JUL 81 12 03

RECEIVED

ATF HQS WSH

WU INFOMASTER 1-009077A194 07/13/81
ICS IPMWGWC WSH
02891 07-13 1149A EDT
TWX 7108229229 ATF HQS WSH
4-016118S194 07/13/81
ICS IPMRNCZ CSP
2133817411 TDRN LOS ANGELES CA 35 07-13 1046A EST
PMS CHIEF REGULATIONS AND PROCEDURE DIVISION, DLR
BUREAU OF ALCOHOL AND FIREARMS PO BOX 385
WASHINGTON DC 20044
RE: NOTICE #37

PLEASE DENY APPLICATION OF CALIFORNIA S AMADOR COUNTIES WINE GROWERS TO DESIGNATE THEIR AREA SHENANDOAH VALLEY VIPICULTURAL AREA. AS A LONG TIME CALIFORNIA RESIDENT I EXPECT WINE LABLED SHENANDOAH TO BE FROM VIRGINIA.

M MCDONALD. STOCKTON CALIFORNIA

1051 EST

1102 EST

ATF HQS WSH

13374



17 Spencer Court Sausalito, California 94965 415 332-9396

July 8, 1981

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

Ré: Shenandoah Valley Viticultural Area; Possible consumer confusion due to duplication of name

Sir:

The Shenandoah Valley of California was named by proud sons and daughters of the Shenandoah Valley of Virginia in the early 1850's. In much the same way, I am sure, came the names for Shenandoah, Pennsylvania, Shenandoah, Ohio and Shenandoah, Iowa. The early settlers of Mirginia cities and counties must have felt similar emotions when they named their newly acquired homes in honor of their European namesakes. I am unaware of any confusion caused by the fact that the names of the Virginia cities of Abingdon, Avon, Bedford, Bristol, Edinburgh, Gloucester, Portsmouth, Surrey, Sussex and numerous others have counterparts in some other part of the world.

We are told that "from history, song, story and tourism, the Shenandoah Valley has become identified with Virginia..." This is undoubtedly true as any student of our nation's history or natural beauty would surely attest. The conversation this day, however, is of viticulture, and in the world of grapes and wine the Shenandoah Valley of California becomes not just "some obscure vale," but, rather, the nationally known source of some of the finest Zinfandel wines available anywhere. Barely 1/500th the size, and with a population of only hundreds, the Shenandoah Valley of California grows ten times the winegrapes of its namesake in Virginia. The literature of history and tourism speaks of the Shenandoah Valley of Virginia.; the literature of wine speaks of the Shenandoah Valley of California. Clearly, the only way that consumer confusion could occur would be to "reserve the Shenandoah Valley name, in perpetuity, for Virginia alone."

The Shenandoah Valley of California, having deservedly earned, for itself, a national reputation for its vineyards and the intense varietal wines they produce, should be allowed to claim, for itself, the viticultural area appellation "Shenandoah Valley."

Sincerely,

What E Hard

Anday July 10, 1981 bleau Sir, We are residente of Waynestoro, Va, and own one hundred and Iwenty acres near New Hope in the Shenardock Valley af Vengena. This summer we are readying am land for vinifica grapes which will be planted best spring. We are looking forward to making aur were available to the public with the disignation are the label that it was made in THE Shenardoah Valley. the are and only - true Shenandach. We dork forward to your affecial dience of above truth. Sincerely Ser. and Mrs Um Toomy - Waynesboro, WA

Rolling Battis, Va July 8, 1981 Division of Alcohol, Dobacco & Fiscamo, R.O. Box 385 Washington, D.C. 20044 I am writing to oppose the use of to Shenandoah Valley Vitualtural area to Sesignate an area in Colifornia. There is Dear Sirs, andy one Shenandoah Valley and the name should be available for Da. Time growers to use when t if the time comes. Sincerely yours, By Mette

•

Town of Edinburg



P. O. Box 85

EDINBURG, VIRGINIA 22824

July 8, 1981

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

Attention: Notice No. 371

Dear Sir:

The Edinburg Town Council on July 7, 1981, by unanimous vote, went on record in opposition to the petition by the Amador County Wine Growers Association to designate an area of California as the "Shenandcah Valley Viticultural Area." Information received by the Edinburg Town Council indicate that the petitioners propose to use this designation in labeling and marketing their wines.

The importance of the Shenandoah Valley of Virginia was well established during War between the States as both the North and South armies engaged in numerous battles and skirmishs up and down the Valley in order to gain control of the "breadbasket of the South".

In addition to its historical significance, the Shenandoah Valley of Virginia is recognized world-wide as a region of great natural beauty - a desirable place to visit, to establish homes, business and industry.

The Edinburg Town Council (located in the heart of the great Shenandoah Valley of Virginia) earnestly solicits your support in rejecting the petition of the Amador County (California) Wine Growers Association.

Sincerely,

TOWN OF EDINBURG

Doris F. Stover Clerk-Treasurer

dfs

July 6, 1981

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

I have grown to associate the name "Shenandoah Valley" with the rich, full bodied Zinfandel wines that have been labeled for the last decade as Shenandoah Valley Zinfandels. Since wine grapes are planted on over 10% of the land in this proposed Shenandoah Valley American Viticultural area and grapes and wine making are the principle economic activity for the area, denial of this petition would cause grave economic hardship to the local economy and certainly cause consumer confusion.

Sincerely yours,

Lynn Slom S Lynn L. COMBS

Address:

Valleyo, Ca 94590

Jamy I Holger

gr

July 6, 1981

Dear Sir:

As a wine loving consumer, I write to show my support for the Amador County Wine Grape Association's petition for the American Viticultural appellation "Shenandoah Valley".

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Sincerely yours,

Address:

94590

John A. Combs Eileen C. Combs Timothy D. Combs PAtricia L. Combs Stanley, VA 22851 7/10/81

Regulations and Procedures Davison Bireau of alcohol, Tobacco and Fireauns P.O. Box 385 Washington Dc 20044

attm: Notice No 371

Dear Sir,

as you know the anador Country wine growers association of Calf; have submitted a pelition using the name I henandoah Valley on its wine.

I object to the use of this marce by any company not in the Valley. This is an inseparable part of Virginia, fust as the & Grand Campon is part of arisona. I his is our valley and should Remain ours!

your truly, Wade a Bedy

S. MASON CARBAUGH COMMISSIONER



RAYMOND D. VAUGHAN DEPUTY COMMISSIONER

COMMONWEALTH of VIRGINIA

DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

P. O. Box 1163, Richmond, Virginia 23209

July 10, 1981

RE: Notice 371

Chief Regulations and Procedures Division Bureau of Alcohol, Tobacco and Firearms Post Office Box 385 Washington, DC 20044

Dear Sir:

This is to advise you of our interest in presenting oral comments on the proposed establishment of a Shenandoah Valley Viticultural Area should your agency hold a public hearing on this issue.

We understand that after the close of the comment period on July 13, your Deputy Director will be deciding whether such a hearing is necessary in view of all circumstances.

We would appreciate being placed on your list of persons who desire to make comments and be advised of any hearings you may schedule.

Sincerely,

S. Mason Carbaugh

S. Mason Carbaugh Commissioner

Hon. Maurice B. Rowe

Mr. Charles A. Christophersen

Ms. Susan L. Aheron

STREET · FREDERICKSBURG, VIRGINIA · 22401 · (703) 373-1776



July 10, 1981

Chief
Regulations and Procedures Division
Bureau of Alcohol, Tobacco and Firearms
P.O. Box 385
Washington, D.C. 20044
Attn: Notice No. 371

Gentlemen:

As a concerned member of the Virginia travel industry, I am writing on behalf of the City of Fredericksburg to protest the use of the designation "Shenandoah Valley" for California wines.

You are probably aware of the ancient Indian meaning of the word Shenandoah, Daughter of the Stars. This was given to our Virginia Valley by early settlers because it was the name attributed by the original residents of the valley. Obviously, the California name is not just a second but a third generation name.

The travel industry is the second largest industry in Virginia. Virginia's first industry is agriculture. These two employers of large numbers of Virginia workers are very much inter-woven.

Tourists from all over the world come to Virginia to see our historic sites, beaches, mountains and theme parks. They also visit our orchards, tobacco auctions, peanut fields and wineries.

To use a name such as Shenandoah Valley to designate an out-of-state product would injure not only our fledgling wine industry but also our tourism. Such an authorization would be similar to the use of Colonial Williamsburg for a theme park in California.

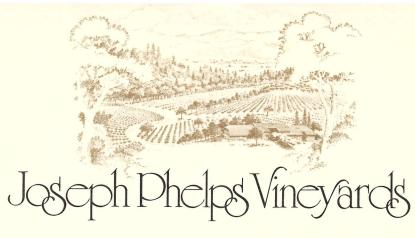
We therefore request that you not authorize use of the name Shenandoah Valley for the use of wine growers in California or any other state but Virginia.

Yours truly,

(Mrs.) Jo Love Willis Director of Tourism

JLW/hw

cc: Mr. Meriwether German



July 8, 1981

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

Dear Sir:

Our company owns and operates a bonded winery in St. Helena supported by some 220 acres of vineyard which we directly own as well as a significant volume of grapes purchased on the open market in both Sonoma and Napa Counties. Although we do not purchase grapes or market wine made from grapes grown in the Shenandoah Valley of Amador County our experience with grapes from this region is such that we are keenly supportive of their application for an Appellation of Origin.

The singular characteristics displayed by wines made from Shenandoah Valley grapes are such that their wines have earned for them a very loyal and supportive following. Consumers along with the wine trade appear to be readily in agreement with the establishment of a Shenandoah Valley appellation on the basis of its unique viticultural position.

The charge that California may have expropriated an historical name seems to be without merit, but more importantly we question whether or not it need be seriously considered in this instance. The likelihood of confusion resulting between grapes growing in the Shenandoah Valley of California and the Shenandoah Valley of Virginia seems unlikely.

We urge you to look favorably upon this application and feel that by so doing your division will have done much to further the credibility of the appellations developing in this country.

Very truly yours,

Washington, D.C.

JOSEPH-PHELPS VINEYARDS

Bruce E. Neyers

Vice President

BEN:ed

JULY 9,1981

WITH REGARDS TO ATT NOTICE 371, I
FEEL IT WOULD BE MOST IMPROPETS TO
DESIGNATE ANY VITICULTURAL AREA OUTSIDE THE SHENANDOAH VALLEY OF VIRGINIA
AS THE SHENANDOAH VALLEY. VIRGINIA'S
SHENANDOAH VALLEY HAS BEEN IMPORTANT
IN THE GROWTH ! HISTORY OF THE UNITED
STATES, AND ANY EPFORT TO DETRACT PROM
THE REGION IS UNACCEPTABLE.

ANALOGIES ABOUND. IS MIAMI IN PLORIDA OR OKLAHOMA? IS MOSCOW IN THE USSIR OR IN IDAHO? IS HOUSTON IN TEXAS OR MISSISSIPPI? HOW ABOUT LEXINGTON, MINNESOTA? ALL OF THESE TOWNS EXIST, BUT IS THERE ANY DOUBT ABOUT WHICH IS THE PROMINENT ONE THAT PEOPLE ASSOCIATE WITH?

I would upge you to disapprove the Shenandoah Valley of California as a viticultural area. Approval would serve only to confuse the consumer.

Mile Ricketts

MIKE RICKETTS SENIOR INSPECTOR, ATF

HOUSTON, TX 77074

California Farm Bureau Federation 1601 Exposition Blvd. Sacramento, CA 95815 916/924-4000

A Farm Bureau speedline message for:

July 13, 1981

Chief, Regulation and Procedure Division Bureau of Alcohol, Tobacco, and Wine Farms 1200 Pennsylvania Avenue, N.W. P.O. Box 385 Washingtion, DC 20044

Regarding: Federal Register of April 13, 1981

Notice Number: 373.371

Dear Sir:

On behalf of the more than 400 wine grape growing members of the California Farm Bureau Federation, I would like to express our support for the Shenandoah Valley name and its California wine grape growing significance as was brought forth in the petition of the Amador County Wine Grape Growers Association.

Since a viticultural area will be used by consumers in differentiating between wine grape growing regions, we urge that the viticultural, nonhistorical significance be considered the main criteria in analyzing the aforementioned petition. It should be under scored that California's Shenandoah Valley, named in 1850, has been producing grapes since 1853. It now is famous for its production of fine Zinfandel grapes. Due to the Zinfandel production, it has been gaining in national recognition since the early 1970's. Since over 50 wineries throughout the United States have used Shenandoah Valley grapes in their wines, this issue is of wide spread interest and importance to the California Wine Grape Industry.

Thank you for your consideration of these views.

Sincerely,

Frederick J. Heringer President

PETITION

Petition from Residents of The Shenandoah Valley of Virginia

We the undersigned affirm that the original Shenandoah Valley is in the Commonwealth of Virginia. Further, that this name and location recognition is worldwide. While imitation is the sincerest form of flattery, we protest strongly the exclusive use of the name by any individual or group in any other state or region. The confusion which would result could be detrimental both to the historic Shenandoah Valley of Virginia and our own wine industry.

Please sign and return by July 9, 1981 to: Staunton/Augusta County Chamber of Commerce P.O. Box 389

Staunton, Virgin	ia 24401 (You ma	y copy this petition if m	nore space is
	needed	for signatures)	
NAME (SIGNED)	NAME (PRINTED)	ADDRESS	DATE
akolin I Juseh	MALCOLM H. LIVICK	FORT DEFIN	6/22/81
Sum E. Grews	Susan E Graves	Staunton V	2 6/22/81
Laine Huffm	F/2: 1/1.00	STA	unton (e/22/8
Jancy L. Lasher	NANCY L. LASHER	SWOODE, UA.	6/22/81
Haven E Ander	MARCUS E. ANDERSON	VERONA, VA	7/8/8/
Villiam WSed 2	William W SERR IR	Spanton	UA 7/8/81
Semuel Alaks		Appense Va	2/8/81
Filliant Miline	y P. William J. McNeit	ort DeFisince	7/8/8
/			
	- Maria (A - A - A)		

California Farm Bureau Federation 1601 Exposition Blvd. Sacramento, CA 95815 (916) 924-4000

A Farm Bureau speedline message for:

July 13, 1981

Chief, Regulation and Procedure Division Bureau of Alcohol, Tobacco, and Firearms 1200 Pennsulvania Avenue, N.W. P. O. Box 385
Washington, D.C. 20044

Re: Federal Register of April 13, 1981 Notice Number: 373.371

Dear Sir:

On behalf of the more than 4,000 winegrape growing members of the California Farm Bureau Federation, I would like to express our support for the Shenandoah Valley name and its California winegrape growing significance as was brought forth in the petition of the Amador County Winegrape Growers Association.

Since a viticultural area will be used by consumers in differentiating between winegrape growing regions, we urge that the viticultural, not historical, significance be considered the main criteria in analyzing the aforementioned petition. It should be underscored that California's Shenandoah Valley, named in 1850, has been producing grapes since 1853. It has been gaining in national recognition since the early 1970's and is now famous for its fine Zinfandel grapes. Since over 50 wineries throughout the state have used Shenandoah Valley grapes in their wines, this issue is of widespread interest and importance to the California winegrape industry.

Thank you for your consideration of these views.

Sincerely,

FREDERICK J. HERINGER President

FJH:k1

July 20, 1981

Chief, Regulation and Procedure Division Bureau of Alcohol, Tobacco, and Firearms 1200 Pennsylvania Avenue, N.W. P.O. Box 385 Washington, D.C. 20044

Dear Sir:

Upon receiving a confirmation copy of the speedline message sent to your office on July 13, we noticed several errors that occurred during transmission. We would appreciate the opportunity to submit the following corrected statement for the record.

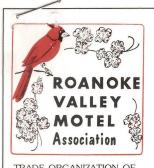
Thank you.

Sincerely,

Gail Damiano, Director
Tree & Vine Programs

Commodity Services Division





ROBERT G. BRIDGEN EXECUTIVE SECRETARY

P.O. Box 7023 • Roanoke, Virginia 24019 (703) 992-2971



TRADE ORGANIZATION OF THE MOTEL INDUSTRY IN THE ROANOKE VALLEY

July 27, 1981

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

Attn: Notice No. 371

Dear Sirs:

Our organization is opposed to the proposal of designation to an area of California as the Shenandoah Valley Viticultural Area.

As you know, the Shenandoah Valley of Virginia is an area with historic popularity throughout the world. Re-naming an area with the name "Shenandoah" would thoroughly confuse the ever growing International visitor.

If you have ever had the opportunity to travel through the Shenandoah Mountains, you can readily see the beauty that is unmatched, and which people associate with the name "Shenandoah".

We urge you to decide against this proposal.

Sincerely,

Craig Sotherden, President Roanoke Valley Motel Ass'n.

CS/dy





11 July 1981

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

Dear Sir:

I have been an avid collector and consumer of California wines for many years. I have watched with interest the attempted development of many viticultural appellations in California and the controversies which these proposed designations have produced. Many of the wine-growing areas, attempting to establish a special appellation, have resorted to poorly defined or arbitrary limits and as a result have attempted to lump together areas so divergent that I found it difficult, if not impossible, to recognize any unique properties to the products of some of the proposed regions. It has been my opinion that your department was being forced to make some very difficult decisions in these matters, decisions which could always be considered arbitrary and unpopular to many, and that any input from me would be superfluous and of little impact.

I have recently been informed that the pending application for the viticultural appellation "Shenandoah Valley" as a specific wine-grape growing area in Amador County, California has been opposed by wineries and wine growers from the Shenandoah Valley of Virginia. Your decision regarding this challege is not a hair splitting decision regarding a poorly defined area or product. The Shenandoah Valley of California is a unique microclimate and the wines from the area are sufficiently unique so as to be so designated on the label, not only by the wineries of Amador County, but by the many other wine producers of California who have discovered the Amador County grapes and used them for years. It is a designation which really means something, consistently. I didn't know they made wine in Shenandoah Valley, Virginia, and after comparing the number of wineries and grape acreage in the two areas, California and Virginia, I see that it is not a matter of my being a "Provincial" wine consumer, there really isn't a significant wine industry in Shenandoah Valley, Virginia; certainly not enough of one to challenge California's bid for the viticultural appellation of "Shenandoah Valley."

Gentlemen, this decision is easy; make it, and get on with the tough ones.

Sincerely,

James E. Runquist, M.D.

Oakland, California 94618

July 11, 1981

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

Dear Sir:

As both an avid geographer from the University of California and an individual most interested in American wine production, I stand in favor of Virginia's Shenandoah Valley being established as a viticultural area of the same name.

The Shenandoah Valley of Virginia is of unquestionable historical significance. The valley is the birthplace of presidents, the locale of Civil War history and legends, and the subject of popular American folk ballads.

As settlers move into new regions the practice of importing familiar place names is very common. California's Shenandoah Valley was named in honor of Virginia home lands.

Most all Americans, with little hesitation, will identify the Shenan-doah Valley as a Virginia place name. In an effort to minimize consumer confusion I respectfully request the California petition be denied in favor of the Shenandoah Valley of the Commonwealth of Virginia being officially designated as a viticultural area.

Thank you for your consideration.

Sincerely;

Ray G. Perman

May & Terman

11 July 1981

- I have two complaints, both related to the Wine Industry.
- 1. At a time when the emphasis is on cut backs on government spending, restrictions on government interference in private industry why is ingredient labeling continuing to be an issue? In my opinion this is pure nonsense, unnecessary and simply another way to waste taxpayer dollars. I cannot see that it could possibly serve any useful purpose.
- 2. The Shenandoah Valley of Amador County, California should have the right to use their name when making wine. There is such a valley, they do grow the grapes used and have since 1853. I fail to comprehend why they should be restricted from using their own name just because there happens to be another Shenandoah valley in Virginia.

Surely the Government can find more productive ways to sprend taxpayers dollars than to pursue the above.

Han to pursue the above.

Ha Mon E. Keyes

Modesto, (a. 95350

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

Sirs:

In the matter of the Amador Co. Wine Grape Growers Association for the American Viticutural Appelation "Shenandoah Valley" as wine grape growers, we strongly support this request.

Our CowanFamily Farms' vineyards presently include 35 acres of bearing zinfandel grapes, and in addition, we have 25 acres in their second year of growth and which will be bearing in 1982. Our two properties have been in our family continuously, one parcel for 90 years and one for 122 years. Grapes have been grown on these properties for most of those years.

Mrs Cowansgrandfather, John J. Davis, being a cooper as well as a farmer, made the original barrels for the Uhlinger winery, now the D'Agostini Winery, a California historical landmark.

The personal reference above is to emphasize our long family relationship with the growth and development of the wine industry here inour Shenandoah Valley, and our concern for being granted the Appelation as requested.

We are sure that the B.A.T.F. is aware that our United States is a nation full of repetitive place names. Besides there being several Shenandoah areas, another example is our town of Plymouth. We find that there are over 16 Plymouths in the United States, according to the National Geographic Atlas.

In view of Californias world wide reputation for fine wines and the past use of the designation, "Shenandoah Valley" on the labels of many wineries, we strongly urge that the appelation be granted as requested.

incerely,

Cowan Family Farms Shenandoah Road

Plymouth, California

FACT SHEET

CALIFORNIA'S SHENANDOAH VALLEY

- 1. Located 40 miles East of Sacramento
- 2. Settled and named in early 1850's
- 3. Agricultural community, family farms
- 4. Proposed viticulture area 10,000 acres -
- 5. Continuous wine grape production since 1853
- 6. Current vinifera wine grape acreage about 1,200
- 7. Grape cash crop in excess of \$1.9 million per year
- 8. Wholesale value of wine approximately \$13 million
- 9. Retail value of wine in excess of \$19 million
- 10. Annual viticultural payroll \$0.5 million
- 11. Amador County Wine Grape Growers membership of 50
- 12. Wineries in proposed viticultural area: 10 (Family owned)
- 13. Over 50 California wineries have used this area's grapes
- 14. Recognized nationally for its wines since the early 1970's

VIRGINIA'S SHENANDOAH VALLEY

- 1. Wineries in Shenandoah Valley: two
- 2. Wine varieties: predominantly French Hybrid
- 3. Current estimated acreage in grapes: less than 100
- 4. No national viticultural reputation

18 Monterey Drive Four Seasons Charlottesville, Virginia 22901 July 13, 1981

B.J. Shaw-Kennedy

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

Dear Sir:

It has been brought to my attention that there is some problems of controversy concerning your Notice No. 371 in regard to the nomenclature we would like to use for our new wine district, namely "Shenandoah Vineyards". I do hope we can get your full support and help in this matter as we would very much like to have a name that would be indigenous to the area as well as covering a large enough area which would be inclusive of many smaller local districts.

I remain, Thanking you for giving us the benefit of your attention,

Very truly yours,

R. J. Show. Kenneds

B. J. Shaw-Kennedy

BJSK: vm

Valley" only to the Shenandoah Valley of California. The Shenandoah Valley of California was named over, 125 years ago, and currently is recognized nationally and internationally as a viticultural area producing superb wine grapes. Over the years, BATF, in their label approval process, has already granted wineries (e.g., Genello, Sutter Home, Ridge, Harbor, Montevina) the right to specify "Shenandoah Valley" as an identifier on their labels. It would be wrong for BATF to now recind the right of wineries to so inform the consumer when wines are made of grapes from this famous and highly distinctive viticultural area. This would confuse the consumer and create warketing problems for wineries forced to change their labels.

None					
have	Street	City	Zip Code	Date	
Shirley Fleur		Drytown	95699	2/1/23	
De de				7/1/81	
Tomas a. Henn		Drytown	95699	7-1-81	
Tan A		Plyman M.	95669	7/1/8/	
Kelit B. Frage:		Phymouth	95669	7/1/5/	
Man & Trancis		Plymouth	95669	7/1/81	
Caralay graguer.		Plymouth	95669	7/1/81	
The Colinal	į	Plymouth	95669	7/1/8/	
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George Have		Sethe Cre		1 - 0	
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Buldenille Vinoyere	ls	-	. ,		

June 1-15, 1981

Amador County

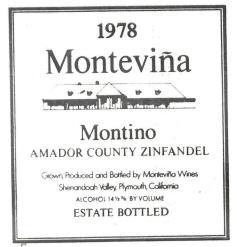
Shenandoah: more varieties

Stome the Wine Spectalot

by Thomas R. Hill

Like the entire wine industry, Amador County's Shenandoah Valley has been the scene of dramatic changes in the last few years.

For many years, the valley was the sleepy domain of diversified agriculture, with the growing of Zinfandel and Mission grapes for home winemakers



merely a marginally profitable sideline for these farmers. D'Agostini Winery, producing simple generic wines, was the only existing winery.

The establishment of Monteviña in 1973 by Cary Gott marked the first new post-Prohibition winery.

Although specializing in Zinfandel and Cabernet, Gott also produces, perhaps, California's finest Barbera and carbonic maceration wine. His Sauvignon Blanc was the first premium Amador white wine.

Gott has experimented with Merlot and Chardonnay, with disappointing results. His now-discontinued Nebbiolo is the only California bottling of that varietal. A block of Mission vines are used to produce a spicy Mission del Sol dessert wine. A few Primitivo and Brunello vines complete his vineyard.

Veterinarian Eugene Story also opened his winery in 1973, making well-priced Zinfandel from an old vineyard under the Cosumnes River label, now labeled Story Vineyards.

Lee Sobon established the Shenandoah Vineyards in 1977, producing Cabernet and Zinfandel from Deaver vineyard grapes. He has planted Cabernet and Sauvignon Blanc.

His primary wines are El Dorado County Chenin Blanc, Zinfandel from Eschen's Fiddletown vineyard and Dal Porto's 85 year old vineyard, and Cabernet from the Baldinelli vineyard.

Sobon recognized the potential of the Shenandoah Valley for producing premium dessert wines. A Zinfandel Port won a gold medal in last year's Amador County Fair. A Black Muscat from Eschen grapes is probably California's best example of that varietal. A Mission del Sol passito wine and Mission Cream Sherry are made from Eschen and Dal Porto grapes, along with tiny amounts of Angelica.

Founded in 1979, the Baldinelli Shenandoah Valley Vineyards produces white and red Zinfandel and Cabernet, all from their own grapes. A 7½ acre planting of Sauvignon Blanc will soon be bearing, with plans to add a few acres of Semillon.

Also a highly innovative winemaker, Ed Baldinelli feels that Amador makes perhaps too intense a wine. He plans to try toning down the Amador intensity in his Cabernet by blending in small amounts of Sauvignon Blanc, a technique often employed in Italy and the Rhône.

Scott Harvey helped launch Santino Wines with two White Zins in 1979, from purchased grapes.

A D'Agostini Zinfandel and an '80 Early Release Zinfandel from Cowan Family Farm were made partly by carbonic maceration. More conventional Amador Zin is made from D'Agostini and Eschen grapes. Cabernet from El Dorado County grapes complete the line.

Relying on his experience in Germany, Harvey has released an '80 White Zin (9% alcohol, 5% sugar, .95 acid) from the Valley's Clock Springs Vineyard that one writer described as



being the first California wine with the steely quality of a Mosel.

A third 1979 winery is Beau Val, managed by Nan and Bob Francis. They specialize in white and red Zinfandel from purchased Shenandoah Valley grapes, until their vineyards of Sauvignon Blanc, Zinfandel, and Barbera are bearing.

Kenworthy Vineyards will release its first wine this summer, a 14.9% alcohol Zinfandel 1979 from the Potter-Cowan vineyard.

Owner John Kenworthy plans to specialize in Zinfandel, Cabernet, and Chardonnay from Sierra foothill vineyards. He does not like the traditional high-alcohol Amador Zin and seeks more a claret style in his red wines.

Ben Zeitman's Amador Foothill Winery has three different 1980 Zins from the Potter-Cowan, Eschen, and the 115-year-old John Downing vineyard. An El Dorado Chenin Blanc and a white Zin were released in May.

He has eight acres planted to Sauvignon Blanc and Cabernet, with an additional planting of Chenin Blanc, Barbera, and Semillon planned.

Zeitman is interested in capturing the Amador fruit in his wines without the high alcohols. All three of his Zins are less than 14% alcohol.

Karly Wines crushed a 1980 Zinfandel from the Valley's Upton vineyard, and Chardonnay and Sauvignon Blanc from coastal vineyards. Owner "Buck" Cobb has planted Sauvignon Blanc and Zinfandel on his property in the northwest part of the Valley.

 Thomas R. Hill is a Los Alamos.
 N.M., scientist and an occasional freelance wine writer.

to, the undersigned, ungs the NATV to great the American Viticultural Appellation "Spendances Valley Tonly to the Shensadoah Valley of California. The Shensadoah Valley of California was used ever 125 years sao, and corrently is recognized petionally and internationally as a viticultural area producing superb wise grapes. Over the years, BATF, in their label approvel' process, has already granted wineries (e.g., Genallo, Sufter Home, Eidge, Marber, Hentevina) the right to specify "Shensadush Vailey" as as identifier on their labels. It would be wrong, ior BAIF to now regind the right of visories to so laters the consumer when wises are made of grapes from this famous and highly distinctive viticultural area. This would confuse the consumer and create marketing problems for wineries forced to change their labels. City Zip Code Date Same Street Phil Streng fo. 95628 7/2/81 Tail Oaks, 95628 7/2/8 Tatuck Evan Rords 19 6 DE 95828 7/2/8 FAIR OAKS 95628 7/2/8(Ini Decel 9.0.95628 7/2/8, Zachery M. Parke CENTURY CITY, CA., 90064, 1/2 alon Cauthron SepuluENA 81343 7/2/8 FAIR OAKS 95628 7-3-81 Dayne tobello Decly Dencken , CARM. CALIF. 95608 7-3-8 am lacke lly, Kanche Corder 975769 - Drytown, ca 95699 7/481 Ob COWAN Mickey Waters Plymouth Calif. 7-4-81 any Cowan Plymouth, Caled 7-4-81 Schie Colleur Plymenth Ca 95 6647/481 Corl B. Cowcherto Sue Duadagnolo . Done CA 95646 5/4/81 Lonora, Cal 95370 Haird Utily Jenora 695370 7-4-81 Saurel & Utecht flymouth (4 9566981 Carly H. Colla Seferly le Gunt to Plym. Ca. 95669 2-9-81 Wy Capathis Ca 95014 7-4-8 Jatuara C. Jarsons Sauce Parsons Cupertinola, 95014 7/41, Plymouth 956691 Mencs & Gunthe

NAME ROBERT P. I ANTIOSCA ANGES CAMP 95222 7/4/81 Sanfronusia 94121 7/4/6 Michael CHidson San andelas, CA 95249 7/4/81 gay Callan San Francisco 941217/4/8, Puby 3. Berusten A/bany 94706 Richard J. Tripy?

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