I N T R O D U C T I O N

My name is John Wright. I am the president of Domaine Chandon. Domaine Chandon is a major producer of methode champenoise sparkling wine marketing two cuvees or blends that are labeled "Napa Valley Sparkling Wine". We currently own and manage 550 acres of Napa Vlley vineyard and own an additional 500 acres destined for future planting. Last year we purchased approximately 20% of the open market Pinto Noir and about 10% of the open market Chardonnay sold and grown in the Napa Valley.

P U R P O S E

The purpose of my comments today is to describe the deficiencies and discrepancies that will arise by designating the Napa-Sonoma County line as the south-western boundary of the proposed Napa Valley Viticultural Area and to suggest some alternatives for dealing with the problem.

GENERAL COMMENTS

Before proceeding with the specific problem of the proposed southwest boundary, I wish to comment briefly on the question of appellations and the interest of the consumer. Most wine appellations in the world include the naming of regions, districts and specific localities. The consumer is best served by taking a rather flexible approach to the definition of a region or macro-viticultural area, such as the Napa Valley. To overly restrict the region or macro-area could lead to higher prices through unnecessary restriction of potential supply and could also stifle innovation by excluding potential interesting vineyard sites or localities that were not included in the original definition of the region. A reasonably flexible approach also means to me that grapes grown in a delineated district within a delineated region have the opportunity to be either part of the region (example Napa Valley) or the district (example, Carneros). Such a system gives the consumer greater choice in terms of perceived quality and price levels.

DEFINITION OF THE PROBLEM

The underlying reason for these hearings goes, I believe, back to Section 4.25 a (e) 1, Title 27, CFR which define an American viticultural area as a delineated grape growing area distinguishable by geographical characteristics.

The emphasis on geographical characteristics implies that a viticultural area should not correspond generally to geopolitical boundaries because the origins of geopolitical boundaries are unlikely to have been based upon viticultural criteria.

I have no quarrel with the use of the Napa-Sonoma political boundary from the North extending as far south as Napa City because this line lies along the ridge of a steep mountain range which clearly separates two geographic zones. However, the use of the county line below Napa City starting at Route 121 south to the Southern Pacific Railroad flagrantly violates the basic intent of Section 4, Title 27 CFR.

The boundary I refer to runs directly through the middle of the Carneros District. In fact, the Sonoma-Napa County line at the southernmost part (just north of the Southern Pacific) bisects two large vineyard parcels - one owned by Buena Vista; the other, by Domaine Chandon.

In conversations with those people involved with developing the boundaries of the present petition, I conclude that the reason for using the Napa Sonoma County line through the rolling hills of Carneros was based on:

a) Expedience and
b) Pre-judgment of BATF thinking.

R E F E R T O (U.S.G.S. MAP) E X H I B I T

The U.S.G.S. map (which includes the Sears Point, Cuttings Wharf, Napa and Sonoma quadrangles) shows that there is no obvious land form creating a Napa Valley boundary (unlike the ridge North of Route 121). Therefore, in order to conform to requirement "d" in the petition (the specific boundaries of the viticultural area, based on features which can be found on U.S.G.S. maps), the expedient thing to do

is to use the county line as drawn on the U.S.G.S. map. Had these people done any investigation, they would have found that the U.S.G.S. map is inaccurate. I have included in my exhibits the Sonoma and Napa tax assessors' maps of the area based upon the definitive ground survey conducted in 1877 (a copy is also included) which shows the line at the intersection of Ramal Road to be approximately one half mile west of the U.S.G.S. map. Thus the U.S.G.S. map erroneously classifies over 100 acres of Napa County vineyard owned by both Buena Vista and Domaine Chandon as being in Sonoma County.

However, I am not here to nit pick about technical matters. The issue is far more fundamental. I suspect that when they were drawing up the proposed Napa Valley boundaries, the people in question believed that the BATF would not accept a delimited area that crossed county lines (i.e. the Napa Valley must be smaller than Napa County). This is an example of responding to what you think people want to hear rather than focusing on the facts and the underlying intent of the ruling - namely that geographic criteria rather than geopolitical criteria are to be the guide.

If we apply geographical criteria to the boundary in the Carneros hills, we find the following significant features:

A. S O I L S - (Soil maps of the area from Sonoma and Napa Counties). The appropriate official soil surveys of Sonoma and Napa Counties show that in the specific areas in question there is a uniformity of soils encompassing a large area to the east and west of the Napa-Sonoma line from the Southern Pacific up to Route 121. These are the typical "Carneros" soils of the Haire-Coombs-Diablo series. (Soils below Southern Pacific are peat and saline and unsuited to vineyards).
The general soils maps of Sonoma and Napa counties show that Haire series soils on the eastern side of Sonoma County are largely restricted to the area: From County line on Route 121 west to the Southern Pacific, then southeast on Southern Pacific to the Napa County line. In Napa County, the Haire soils series are predominant in the Rincon de los Carneros, Huichica and Entre Napa Ranchos. In short, from a soils point of view, Carneros cuts across county lines (Reference: Consumers' Guide to Wines).

B. C L I M A T E - I have submitted exhibits which show the climate of the Carneros area to be identical regardless of county lines.

C. W A T E R S H E D - The watershed of the Napa River lies east of the Napa Sonoma line. Referring back to the U.S.G.S. map, we find a major drainage area which happens to run through Domaine Chandon land just to the west of this ridge line. This creek which drains out of the top of the Mayacamas mountains, flows into Hudeman Slough. I have personally gone down and thrown corks into the slough and verified that at ebb tide the flow is into the Napa River.

H I S T O R I C E V I D E N C E

I am submitting for your review several documents which prove that:

a) The Napa Valley was always considered to extend all the way to San Pablo Bay (Quote).

b) That the name Carneros refers historically to three Ranchos (Carneros, Entre Napa, and Huichica). A name in former use (La Loma - meaning the hills) was identical in boundaries to Carneros.

c) The Carneros or Loma Hills district has a significant viticultural history.

d) That Carneros has always been a district associated with the Napa Valley even though a part of the Huichica Rancho lies within Sonoma County.

PROPOSED SOLUTION

Based on geographical criteria, I would recommend that the current southwest boundary be redrafted in either one of the following ways. The more flexible - Napa Sonoma County Line to Route 121. Thence west on 121 to intersection with Southern Pacific, then southeast along Southern Pacific to the Napa River.

The logic for using the Southern Pacific Railroad is twofold. The railroad tracks are an almost exact border between Haire series soils and Reyes soils. The latter are thought to have little or no capability for viticulture because of high winter water tables, saline content and excessive acidity. The other reason is that the railroad is easily detected on U.S.G.S. maps.

The disadvantage of progressing as far west as the junction between Route 121 and the Southern Pacific lies with the fact that the Napa River watershed may end beyond a ridge line which I have indicated on my U.S.G.S. exhibit.

If this is of critical importance to the appellation petition, the boundary could be placed along this ridge running from 121 to the Southern Pacific.

C O N C L U S I O N

A considerable amount of thought, time and effort has been put into the definition of the Napa Valley by the Napa Valley Growers, and the Napa Valley Vintners. Basically I endorse the concept of the petition and would prefer not to raise objections.

On the surface it would appear that the exact location of the boundary that constitutes only a small part of the total area is of little significance. Unfortunately, this is not the case because:

a) The boundary in question is probably the only one

which runs directly through approximately 850 acres of current vineyard and 400 acres of land planned for vineyard development in the next three years. (This amounts to about 5% of the current Napa County acreage).

b) The border in question will also probably be used to define the Sonoma Valley.

c) The later probable definition of a Carneros District is affected as well. The evidence clearly shows that the Carneros District includes parcels in both counties. Does it make sense to have a Napa Carneros and a Sonoma Carneros, particularly when Carneros has always been associated with Napa?

d) The concept of running a geo-political border directly through existing vineyards blatantly defies the underlying principle of a viticultural area based on geophysical criteria.

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"Winery and vineyard historical research and business histories."

A BRIEF HISTORY OF GRAPE GROWING AND WINE MAKING IN THE CARNEROS REGION OF NAPA VALLEY, CALIFORNIA

By

William F. Heintz

October 1980

PREFACE

It is a well documented fact that the first planting of grapes in the Napa Valley took place in 1838 near what is now known as Yountville, California. There, George C. Yount worked the earth to accommodate cuttings from the Sonoma Mission vineyards at Sonoma. The vines were of the historic "Mission" variety.

The honors for being the second vineyardist in the Napa Valley usually go either to Frank E. Kellogg, who planted a vineyard near St. Helena in 1846 or Wells Kilburn who set out his vines in the same year near Calistoga. At least this has been the accepted version of Napa Valley's viticulture history for the past century or so.

There is some reason to speculate now that the second oldest viticulture region in the Napa Valley really should be the "Carneros." As yet the documentation to prove this point still cannot be located but this may simply be the result of too brief research into the subject. The study which follows in these pages, represents the first attempt in Napa Valley's long grape and wine history, to trace the details of the subject in the Carneros. The results, based on a rather brief three month search, are already very surprising.

The supposition that the Carneros could be the second oldest vineyard planting area in Napa County (and valley) is derived from the natural pattern of pioneer settlement. Sonoma, California, was created in 1824 when the last of the California missions was built. A garrison of soldiers, under Gen. Marianno Vallejo was housed the same year in barracks near the Mission. A small village soon sprung up around the Mission. As more and more settlers moved to the Sonoma area in the 1840s, they fanned out in all directions, buying up land for farms.

Jacob P. Leese, a son-in-law of Vallejo, acquired in 1841 and 1846, much of the lands from Sonoma east to a creek called "Carneros," in what is now known as the"Carneros." This rancho of 18,000 acres was quickly divided up and sold off in farm-sized parcels. A vineyard had been planted in the 1830s on one parcel which sold in the 1840s to the Kelsey brothers who subsequently sold it to Agoston Haraszthy, founder of the Buena Vista Winery (on the site).*

There was a well-worn path from Sonoma, through the Carneros to the Napa Valley in the 1830s when George Yount settled in the latter valley. Edwin Bryant traveled the route in 1846 and wrote about his trip in a book published after the Gold Rush as What I Saw in California. . . . Given the natural desire in those pioneering days to settle along well traveled routes, it is a certainty that farmers selected choice lands between Sonoma and

*Paul Fredericksen, "The Authentic Haraszthy Story," Wines and Vines Magazine, 1947, see reprint from the Wine Institute, San Francisco, Ca.

Napa well before the great Gold Rush of 1849. Since these farms were self-sufficient, it is inconceivable that vines were not planted as well.

None of this has been proven as yet, and it may never be if the documentation cannot be found. Therefore, the viticulture history given in the following pages does not include any of this speculation. What is shown here, is that a man named William Winter acquired nearly one thousand acres of the Leese "Huichica Rancho" in the mid-1850s and by 1870 had what may have been the largest, single vineyard in Napa County. He also constructed the first winery in the Carneros in the 1870s.

The Winter ranch was purchased in the 1880s by James Simonton, a wealthy New Yorker who hired Missouri's distinguished professor of viticulture to carry out the first "scientific" experimentation to see if the phylloxera disease could be overcome with resistant grape roots. The site should be a state historical landmark.

Even before Winter was trading gold for Carneros land, two brothers named Thompson had created Napa Valley's first vineyard nursery on the eastern edge of the Carneros, at Suscol. Not now a part of the Carneros, of course, the Thompson brothers' vine and wine history belongs historically to all the region "south of Napa city."

"Judge" John Stanly acquired his large Carneros holdings about the same time Husmann went to work for Simonton and by

the mid-1890s, Stanly had 300 acres of vines and a reputation for quality wines second to no one in Napa Valley.

By the turn of the century, there were many small wineries in the Carneros (it did not go by that name generally until much later) and dozens of vineyardists. A combination of the phylloxera disease and Prohibition, almost wiped out all trace of vines in the Carneros by the 1930s except for the Stanly vineyard. Because of this, contemporary histories of Napa County viticulture contain little reference to the Carneros except for what has transpired there in the past two or three decades.

A story published in an October 1889 issue of the San Francisco Chronicle (see page 15 this report) labels the Carneros as the "California Medoc." At first glance, the story sounds inflated, a publicity broadside, but this is an impression based on a Carneros whose history has not been well-known. In 1889 it is very possible that such a descriptive phrase well suited all the activity and reputation there of grape growers and wine makers alike.

*In the southwestern portion of Napa County, there lies a large body of land which today generally bears the name of the "Carneros." Frequently, local residents and writers pinpoint the Carneros a bit more precisely by stating that California highway number 12 (or 121) from Napa city to Sonoma, bisects the Carneros.

This portion of Napa Valley has always had problems historically with precise geographic definitions. The name "Carneros" is derived from a Mexican land grant made in May 1836 to Nicholas Higuerra and formally called "Rancho El Rincon de los Carneros." Rather small for a land grant, Rancho Carneros was composed of only about 2500 acres.

West of the Higuerra lands (Carneros Creek forms its western boundary), Jacob Leese was given title to all the rolling hills from Carneros Creek to about the town of Sonoma. "Rancho Huichica" included 18,700 acres and was granted in two installments, the first in October 1841 and the second in July 1846. Huichica Creek runs through a portion of this rancho.

A third Mexican land grant, given in May 1836, also forms a portion of what is known today as the Carneros. "Entre Napa Rancho" was awarded to Nicholas Higuerra and on land sold therefrom to Natham Coombs, the city of Napa was eventually created.

Confounding the identity problem back a century ago, was the sometime labeling of the Carneros as the "Suscol Valley" or Suscol District of Napa County. Suscol (variously spelled "Soscol") once vied with Napa as the potentially largest community in Napa Valley and some residents thought Napa itself should be moved to Suscol, about five miles to the south on the Napa River.

This conflict was evident as late as 1860 when John Hittell visited Napa Valley and wrote:

> The town of Napa is of American origin. . . . If mere natural advantages were to be taken into consideration, the chief town of the valley should be at Suscol, for at low tide Napa is not accessible by steamboat, while Suscol always is. Napa has the start and appears as certain of her supremacy against Suscol, as is San Francisco against Vallejo.1

Hittell included a list of the principal farmers of Napa Valley in his story called "Notes on Napa Valley" and published in a San Francisco magazine. He added this important footnote:

> *Those names marked with an asterisk belong to the Suscol district, which is sometimes spoken of as distinct from Napa Valley. The above list is not offered as complete or exact, but simply as the best which I could obtain during a three days' visit to the valley. . . .

One third of the total number of names on Hittell's list are indicated (*) as being in the Suscol District, with nearly four thousand acres of land under cultivation. This indicates the southern portion of Napa Valley by 1860 was under rather intensive farming, perhaps more so than any other district except surrounding the town of St. Helena. This would have been a rather natural circumstance. Sonoma as a town came

into existence long before Napa and settlers tended to spread out from Sonoma in all directions, including toward the southern end of the Napa Valley.

("Suscol Valley" as a term for the southern portion of Napa Valley and county never really gained much wide acceptance.

Charles Gardner, editor of the St. Helena Star, makes reference to the "Suscol Valley" in a descriptive piece he wrote in 1881 for a booklet called California As It Is:

> Topography. . . . Besides this, the southern point of the county extends into what is known as the Suscol Valley containing perhaps, twenty-five square miles and enough other level land might perhaps be found to raise the total to 175.)[2]

Suscol, as a village, however, has a very important historical place in the earliest chapters of viticulture in the Napa Valley!

Grapes were planted near Suscol shortly after the Gold Rush of 1849 by the Thompson brothers, Simpson and James. Their grapes truly rank as one of the pioneer vineyards in Napa County and should take second place only to George Yount, the first to cultivate the vine in Napa Valley. From the Thompson Nursery as well, came much of the grape root stock or cuttings used to plant vineyards elsewhere in Napa Valley in those pioneering years before the American Civil War. They also shipped cuttings all over California--long before Agoston Haraszthy undertook such endeavors.

Indeed, it may not be too wild a speculation to state that Haraszthy purchased some of his first grape cuttings for Sonoma

from the Thompsons (other than what he was already cultivating in San Mateo County, of course). William M. Boggs, who lived near Haraszthy in the late 1850s, claimed some years later that Haraszthy acquired his first "Riesling" cuttings from a German immigrant at Glen Ellen named "Krohn."[3] If he was acquiring new varieties locally, visiting the Thompsons would have been high on Haraszthy's list of people to meet.

The Thompson vineyards contained thirty varieties of grapes by 1856 and 8000 vines! Three years later, a Visiting Committee of the State Agricultural Society saw 15,000 growing vines and forty-five varieties of grapes.[4]

A fruit wine from the Thompson ranch won a special premium of $15 in the first wine competition held in California. This was the Annual Fair of the California Agricultural Society, held in San Francisco in 1856. Although not a grape wine, this appears to be the first wine award won by a Napa Valley "vintner."

Despite this early introduction of the vine to the lands lying south of Napa city, other farmers in the region were slow to plant grapes. The St. Helena region quickly became the focus of Napa Valley's young vineyard industry. In 1868 historian Titus Fey Cronise estimated Napa Valley (and county) had over 1,000,000 vines but he credits "Suscol" (he actually used the term) as having only "30,000."[5]

The first vineyardist of the area now known as the Carneros, is undoubtedly William H. Winter. He purchased 664 acres on Huichica Creek in 1855 (part of Jacob Leese's land grant) and

acquired another 600 acres several years later. Winter may also deserve the honor of being the first wine maker in the Carneros, the date being about 1870.

This native of Indiana had arrived in California way back in 1843 but spent most of the following decade trapping furs, guiding immigrant parties to California and panning for gold.

No evidence has as yet been uncovered as to exactly when Winter planted his first Napa Valley (Carneros) grapes but by 1872, A. H. Grossman claimed the Winter's vineyard was the largest such holding in all of Napa County.

Grossman's claim is to be found in a letter he wrote to the Napa Register and published August 2, 1889. Captioned "The Reason Wines are Cheap," Grossman observed:

> Let us go back to '72. In that season I leased the Huicha [sic] Vineyard of W. H. Winters for a term of six years. It was then the largest vineyard in Napa county. Sonoma led in viticultural matters.

(Grossman in the late 19th century was one of the most respected vintners in Napa Valley and California.)

Winter died in August 1879 and his holdings were purchased two years later by James Simonton of New York City. The history made by Winter from about 1855 to 1879 on this site in the Carneros does not begin, however, to compare with what transpired there over the next decade. The locale deserves recognition as a California state historical landmark.

In the summer of 1881, George Husmann, Missouri's pioneer grape grower and a professor of viticulture at the state's university, arrived in California for a visit. While touring Napa

Valley, he met James Simonton and was quickly persuaded to take over management of Simonton's winery, ranch and vineyards which Simonton now called "Talcoa Vineyards."

James Simonton apparently saw himself as some sort of man of the hour for the California wine industry which was in much fear of the spreading vine disease called "phylloxera." In all likelihood, the Simonton (Winter) vines were already badly infected by the disease. Simonton paid Husmann to find a cure, or a grape root for California which was resistant to the disease.

This story is documented in part by Charles Wetmore's Report of 1882 to the Board of State Viticultural Commissioners:

> The most important plantation of American vines that has been attempted thus far, is that of Mr. Jas. W. Simonton, in Napa County. Several hundred acres are planted and being planted, in resistant stocks, both for direct production and future grafting. Among the stocks put in this winter are twenty-five thousand seedling Riparias, and thirty thousand seedling Californicas. The state will watch the progress of the vineyard with great interest. Being under the management of Professor George Husmann recently of the University of Missouri, we have in effect in this a well-organized experimental vineyard for testing resistant stocks, amply supported by private means, and ably conducted for the demonstration of one branch of viticulture.6

Husmann kept copious notes on his experimental work in the Carneros and, more importantly, wrote about it for every newspaper in the state (which would publish his remarks) as well as many national publications. The second edition of his book American Grape Growing and Wine Making was revised while working for Simonton and the preface is signed "Talcoa Vineyards, Napa, Cal.; Nov. 9, 1883." It was then one of, if not the most widely read book in the United States on viticulture.

Husmann was also busy making wine at Talcoa each year although the amounts were not large. The Resources of California magazine, San Francisco, for March 1885 carries a list of Napa Valley wine makers for the previous fall with this entry under "Napa and Vicinity": "Simonton Cellar (Prof. Husmann, manager . . . 20,000" gallons. (See copy of list following page. Note there is no special listing for the area south of Napa city.) In 1885 Husmann sent Talcoa Zinfandel and Chasselas Rose wines to the special Napa exhibit at the New Orleans, Louisiana Exposition.

By the time George Husmann founded his own vineyard and winery in Chiles Valley in 1887, he had made Talcoa Vineyards famous and there is little doubt that everyone interested in the California wine industry knew the precise location west of Napa city. Probably no other vineyard in the state was so minutely examined in the public press as Talcoa--all because of Husmann's letter writing and speech making.

Husmann did not solve California's phylloxera problem, mainly because he experimented with grape roots which were wrong for the region's climate. He did firmly implant the concept that resistant roots were the answer to the phylloxera, not chemicals or other one-time remedies. Husmann deserves credit for establishing the first scientifically controlled experimentation of resistant roots to overcome the phylloxera. This all happened on the rolling hills of the Carneros just one century ago.

INCREASE OF WINE CELLARS.

The number of wine cellars in Napa county, during the past year, says the St. Helena *Star*, is an enormous increase over that of any previous one. At the close of 1884 the cellars numbered ninety-seven, a gain of over fifty per cent. over that of 1883, which was sixty-three. The ninety-seven cellars, during the past year, produced 4,937,000 gallons of wine. By a comparison of those making 5,000 gallons or over, we find the number to be seventy-five to forty-eight, about the same per centage of increase. The number making 10,000 or over, is sixty-two the last year to thirty-seven the previous year. The number making 100,000 or over is seventeen last year to five in 1883, and these seventeen make 3,162,000 gallons of the whole. The total amount is more than double that of 1883, but of this, it must be borne in mind, a very large portion has been made into brandy, so that nowhere near the amount represented is on the market for sale as wine.

Following is a list of the wine-makers of Napa county, with the amount of wine manufactured by each:

	Gallons.
CALISTOGA.	
L. Kortum	55,000
H. Zoeller	5,000
Peter Conter	1,000
BETWEEN CALISTOGA AND ST. HELENA.	
S. P. Connor	40,000
W. W. Lyman	15,000
J. Schram	40,000
E. M. York	52,000
A. C. Rampendahl	500
F. H. Rosenbaum (near St. Helena)	13,000
ST. HELENA.	
Jas. Booker	150
Mrs. H. E. Weinberger	80,000
J. Laurent	70,000
Chas. Krug	363,000
Berringer Bros	175,000
Mrs. Chas. Lamme	30,000
P. West	15,000
W. H. Castner, Jr	5,600
G. Meredith	8,600
H. Rampendahl	7,000
Merriam Bros	16,500
A. Rossi	40,000
Frank Kraft	18,000
D. Marinelli	250
Louis Sauder	35,000
A Schweinitzer	700
B. Tossetti	30,000
H. Behnke	200
Tosetti & Gualzatti	15,000
G Breitenbrecher	1,400
N. Degouy	90,000
Wm. Scheffler	210,000
H. Hasenmair	400
H. A. Pelett	32,000
Ward & Worrel	50,000
E. Heyman	42,000
Louis Roulet	25,000
A. Schranz	105,000
David Cole	20,000
F. Sciaroni	115,000
Henry Sunkler	7,000
G. C. Fountain	35,000
Mrs. Wm. Leuthold	18,000
BELOW ST. HELENA.	
John Thomann (and 8,000 brandy)	115,000
A. L. Williams	21,000
T. H. Ink	10,000
M. Forstenfeld	30,000
John Norton	21,000
Wm. H Jordan	32,000
Chas. Schieggia	15,000
R. M. Wheeler	107,000
G. A. Stamer	180,000
J. H. McCord	100,000
Yaun Bros	52,000
W. P. Weaks	72,000
RUTHERFORD.	
G. Niebaum	120,000
C. J. Beerstreicher	1,000
C. P. Adamson	90,000
S. C. Hastings	90,000
C. E. Smith	12,000
H. W. Helms	28,000
OAKVILLE.	
H. W. Crabb (2,400 tons grapes)	400,000
A. Brun & Co	150,000
A. Jeanmonod	25,000
L. Debanne	72,000
Emil Bressard	6,000
Geo. Meyer	6,500
YOUNTVILLE.	
G. Groezinger	300,000
F. Salamina and P. Gambetta	15,000
F. E. Mielenz	142,000
Julius Magetta	1,000
NAPA AND TICINITY.	
H. Hagan	95,000
Dr. Pettingill	3,500
Mrs. Ellen E. Hale	9,000
A. Grossman	7,500
Maraccia & Salmina	15,000
C. Anduran & Co. (2,400 tons grapes)	400,000
G. Migliavacca	145,000
W. Schmolz	18,000
John Enief	5,000
Chas. Dell	5,000
N. Streich	1,000
Wm. Reed	3,000
J. Sarts	340
John Bantlin	200
Chas. Robinson	10,000
Simonton Cellar (Prof. Husmann, manager)	20,000
Peter Dado	250
John Hein	5,000
Henry Meyer	3,000
Peter Gartman	3,000
Parre Fournier	2,500
Henry Vorbe	1,000
CONN VALLEY.	
G. Chrochet & Co	100,000
L. Corthay	12,000
HOPE VALLEY.	
G. Hang	2,000
Total, 97 cellars	4,937,000

This compares with other years as follows:

1883, 63 cellars	2,809,150	gallons.
1882, 61 "	2,643,500	"
1881, 54 "	2,016,000	"
1880, 49 "	2,910,150	"

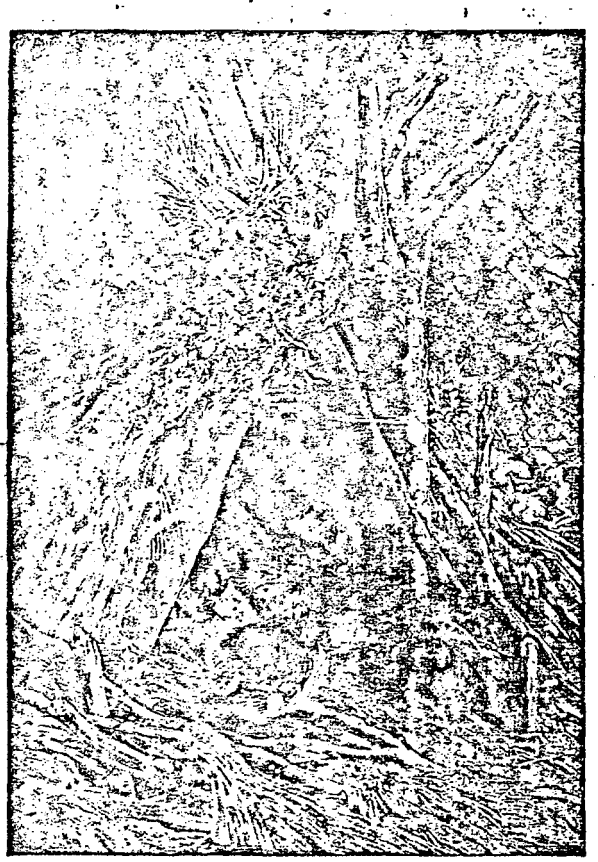
SACRAMENTO COUNTY.

The Advantages it Presents to Settlers—Climate, Soil and Topography.

A Sacramento correspondent of the *Pacific Coast Farm and Fireside Journal* furnishes the following concerning this prominent county.:

"Sacramento county possesses advantages equal to any county in the State. Its climate is temperate and uniform; not subject to either extreme heat or cold. During the summer months the atmosphere is cooled by the sea-breeze, modified just enough to be pleasant, the wind traveling seventy-five to one hundred miles before reaching the main portion of the county. The soil, as well as the climate, is peculiarly adapted for general and diversified farming.

"This county contains a variety of soils; has a large amount of rich bottom land, fronting on the Sacramento a distance of forty miles. Running



A WOODLAND TRESPASS.

into this river, and at right angles with it are the American and Cosumnes rivers, Dry creek and several smaller streams. Along the line of, and on both sides of these streams, is a large amount of very rich alluvial, well adapted for the cultivation of all kinds of vegetables and grains; also being peculiarly adapted to growing hops, alfalfa and general orcharding. These lands do not need irrigation, as is evinced by their fabulous yield of all kinds of crops. Alfalfa yields four and sometimes five crops of hay, besides giving a large amount of past rage each year. It is no uncommon thing to cut ten or twelve tons of alfalfa to the acre, annually. When other hay or grain is grown on these lands, the farmer usually raises a second crop of corn, potatoes, or other vegetables, the same season, after cutting his grain or hay crop. The upland back of the stream, "plains land," as it is usually called, is well adapted for raising wheat, barley, rye, oats, etc., and is as good as, if not the best, grape land in the State. A large portion of it is well adapted for general orcharding, and many of our most valuable orchards are on this upland. It will raise grain, hay and grapes without irrigation, and some of it makes fine orchard land, although portions of it, to get the best results, need irrigation. Water is

surface, and is easily raised by wind-mill, horse-power, or engine. The extra amount of fruit raised pays from fifty to a hundred fold the expense of a system of irrigation.

"The average rainfall of this county is much greater than in many of the other counties of the State, being about thirty inches per annum. There is no poor, broken or rocky land in this county, and almost the entire county is susceptible of easy cultivation.

"Good farming lands can be bought at from $15 to $100 per acre, according to location, improvements, etc., and most of it, if properly farmed, will pay for itself in two or three years. Many instances have occurred where parties have paid for their land with the proceeds of the crops of one year.

"The market facilities of this county are equal to the most favored in the State. It is but a short distance from San Francisco, and has both river and railroad connection with that city. It also has its own city, Sacramento, in its very midst. Sacramento is the second city of importance in the State. It has five railroads entering it from different points, and is the nearest distributing point to the vast lumbering and mineral regions of the Sierra Nevada Mountains, as well as the immense mineral regions of Nevada, Utah, Wyoming, Colorado, and is on the direct line of communication with great Eastern cities. All the fruit, produce, or other supplies going to the trading marts of the East, North and West, either go from or must pass through this city.

"Sacramento is the capital of the State. There are many good, thriving business houses, and a larger number of good residence buildings than can be found in any city of its size in the United States. Sacramento is justly celebrated as being the city of beautiful homes, as more people live in their own houses and fewer people rent in Sacramento than perhaps in any city on the coast. Her people are prosperous and healthy, consequently are willing to invest their money in, and make Sacramento their favorite home. The city and county is, and has been for several years, steadily improving. The carpenters and builders have all they can do, apparently, at all times. Property is constantly advancing in price, and must continue to do so; consequently there is perhaps no better place on the coast to invest in real estate than Sacramento city and county. Sacramento must of necessity always be a city of importance, being situated centrally in the State, and having the whole Sacramento valley and adjacent land will produce to the highest perfection all kinds of cereals, vegetables and fruits of the temperate or semi-tropical climate, including the orange, lemon, fig, olive, etc. The mines and vast timber belts are all tributary to the city, and a city with all these natural advantages can not stand still in the march of progress, and must advance in population and natural prosperity."

THE WEALTH OF CALIFORNIA.

In the fourth annual report of Prof. Hanks, State Mineralogist, we find a comprehensive exhibit showing the present financial, Commercial and industrial status of the State.

The population is given at 1,000,000, which is being increased by births and immigration at the rate of 60,000 per annum. California, with her resources properly developed, is capable of sustaining a population of 20,000,000 souls. The assessed value of her real estate foots up $500,000,000; personal property, $200,000,000; 7,000,000 acres of land are under cultivation, and 9,000,000, acres are fenced. The value of annual products is $180,000,000. As a State she is practically out of debt. In her Savings Banks are deposited $60,000,000. The banking capital of the State is $50,000,000; the annual product of bullion is $18 000,000. The average value of the wheat crop is $45,000,000; barley $10,000,000; dairy products, $8,000,000; fruit crop, $7,500,000; wool-clip $8,000,000; wine product, $5,000,000; value of lumber manufactured in the State, $5,500,000; hay crop, $13,000,000; domestic animals of all kinds, value, $60,000,000; value of animals, poultry, etc., slaughtered every year, 23,000,000; increased value imparted to manufactures etc; by labor $40,000,000; number of grape vines set out, 130,000,000; fruit and nut trees, 800,000, with five times as many forest, shade and ornamental trees. The State contains 3,500 miles of telegraph lines, 3,300 miles of railroad, 5,000 miles of mining, with an equal extent of irrigating ditches; 400 quartz mills; 800 saw mills; and 185 flouring mills. $250,000,000 have been invested in mining improvements in the State, cost of quartz mills, tunnels and ditches included.

OLIVE CULTURE.

Many of our enterprising interior exchanges are making continuous efforts to interest and encourage the people of California in olive culture. Very gratifying success has been obtained by many, in different parts of the State, who have devoted themselves to this industry. There are many things said in its favor. The olive tree needs but little care while growing, and can be raised from a cutting. The poorest kind of soil answers for it; hill-sides and rocky places are said to be as good as any other location, and the tree is one of the longest lived of any known. There are many now in full bearing in Europe and Asia, which were historic in the time of Christ. They yield enormous crops and the oil made from their product has a great commercial demand. Almost every farmer has some poor land, land which he considers almost worthless. This, set out in olive trees, would, in a few years, yield a fair return, and it would help to give variety in the production of a place. "Putting all the eggs in one nest," or using all one's land for some particular crop is not generally the wisest course to follow. That farmer who succeeds best, in the long run, is he who has more than one crop to depend upon. Then a failure in any particular line, does not hopelessly cripple him. Hence, a combination, of vines, fruits and olives, with the cereals, is generally advisable.

A NEW PLANT.

We were shown, says the Santa Ana *Herald* of a recent date, the fruit of a new plant, recently imported from South America, called the Melon shrub. The fruit of this shrub is quite large, somewhat resembling a pear in shape, and is said to be delicious to the taste, having the flavor of a banana. It is not only useful but ornamental, and has a blossom something like the heliotrope. The plants are for sale by Mr. C. W. Young, near the C. depot.

A PROLIFIC ORCHARD.

The Los Angeles *Mirror* states the product of the Wolfskill orange orchard will be from 18,000 to 20,000 boxes this year. The proprietors are shipping two or three carloads

Curiously, Husmann seemingly never identified the Talcoa Vineyards beyond their being in Napa County or in Napa Valley. No reference has yet been located in which he refers to the "Suscol" or Huichica Creek or Carneros.

The original ruins of the Winter winery, believed to have been built about 1870, and used subsequently by Husmann and later owners of the ranch until Prohibition, are still intact. Murray Longhurst, an owner of the ranch from 1930 to 1960, found barrels of wine inside on taking over the ranch. (See later remarks in this study by Longhurst relative to Carneros vineyards. The old winery ruin is on the next ranch west of Winery Lake Vineyards, owned by Rene di Rosa, Highway 12, west of Napa city.)

The Simonton vineyards varied from 150 to 200 acres in size. The 1881 History of Napa and Lake Counties, California, lists 40 acres in "bearing" and 147 acres total in vines. Charles Wetmore in his Report of 1882 claimed "several hundred acres were being planted." There is no question that Talcoa was one of the largest singly owned vineyards in Napa Valley in the early 1880s.

Just to the west of Talcoa and bordering on it, a Frenchman named Adolph Flamant also began cultivating a significantly sized vineyard for the 1880 period, some 150 acres. The San Francisco Merchant and Viticulturist, the state's leading wine journal of the late 19th century, carried this description of Flamant's farm (dated Jan. 1, 1886):

> On the Sonoma road, about half way between Napa and Sonoma, are situated the vineyards and olive plantation of M. Adolphe Flamant. They face San Pablo bay which is five or six miles distant, and comprise 150 acres of vineyard land and 60 acres planted with olives. Adjoining is the Simonton ranch of 2000 acres, separated from the Flamant property by the Huichica creek, and in which the two sons of M. Flamant have one-third interest. Referring especially to the Flamant vineyards we found that the property extends, from the Sonoma road, on a gradual slope till the olive plantation is reached at quite a high altitude. . . . The property runs directly from north to south, the gentle slopes being planted entirely with resistant vines. . . . These have been grafted mostly with Zinfandels, and in small proportions with Gamay, Teinturier and Ploussard. . . .

There were about two dozen vineyardists in the Carneros by 1881. A comparison made between county property maps and the names given in the History of Napa and Lake Counties, provides the following grape growers and vineyard acreage:

I. Duhig	4	acres
Simonton	147	"
Stanly	20	"
M. Withers	¼	"
T. B. McClure	33	"
D. Squibb	6	"
Lennon	5	"
Sackett	7	"
E. Callan	4	"
J. S. McClure	36	"
C. Robinson	60	"
Q. Fly	2	"
Maher	4	"
Johnson	4½	"
Foster	3	"
P. Hinrichs	2	"
G. Hinrichs	20	"
Total	357	

The total acreage in vines in Napa County by 1881 was between four and five thousand acres.[7] Flamant's 150 acres were planted a short time later and most other vineyardists began expanding their holdings in the mid to late 1880s.

IT IS IN THE YEAR OF 1880 THAT THE COLLECTIVE VINEYARDS SITUATED BETWEEN NAPA CITY AND THE SONOMA COUNTY LINE, ARE FIRST REFERRED TO AS THE "CARNEROS."

The Napa Daily Register for Thursday, May 20, 1880 carries a story entitled "Grape Growing in Napa District," which begins:

> The adaptability of Napa Valley to the raising of grapes that will produce the finest wines of all kinds has often been alluded to in the columns of the REGISTER. At the present time, of the various wine districts into which the county has been divided, that of St. Helena takes the lead. Much more pains are there taken in the cultivation and general care of vineyards than in that portion of the valley south of Yountville.

The editor then gently prods his "Napa district" grape growers into setting higher goals for themselves:

> If vineyardists in Napa district think that as thrifty vines cannot be made to grow here, or that the best of wine cannot be made therefrom, as in other districts, they are laboring under a mistake. . . . Vineyards in Brown's valley, some of which are twenty years old, and those situated on Carneros Creek, or between this city and Yountville, on either side of the valley, bear large crops. . . .

The reference is brief, "and those situated on Carneros Creek," but that reference appears to take in a lot of land for the year 1880. There is no other method used in the story of identifying the vineyard district south of Napa and west of it to the county line.

Vying with Winter, Simonton and Husmann as pioneers in the Carneros, is John McClure and his brother T. B. McClure. The St. Helena Star recorded in an issue dated December 14, 1877 that "JOHN McCLURE, Three miles south of Napa, built a cellar

this year and made 13,000 gallons of wine--his first year's business." McClure's cellar was on the road from Napa to Sonoma. (A part of the ruins still exist. They are on the Stewart Ranch, until recently the Stewart Dairy.)

T. B. McClure, however, was much better known than his brother although he did not make wine himself. He was very active in the Napa Wine Growers Association in the decade of the 1880s, and not only gathered statistics for it on vineyards in his area but investigated the spread of the phylloxera into Napa County from Sonoma Valley.

At a June 1881 meeting of the Wine Growers, McClure reported that his "sub-district" of the association contained 172,000 bearing vines, with 96,000 planted in 1881, giving a total of 359 acres. He defined his sub-district as "comprising vineyards west of Napa river and south of the Sonoma road." (Someone else had the area north of the Sonoma road.)

McClure, based on his detailed reports to the Wine Growers, was a meticulous gatherer of statistics. Since his reporting area did not include the Simonton ranch or any vineyard north of the Napa-Sonoma Highway, a closer estimation of vines in the Carneros area, circa 1881, would be at or above the 500 acre figure.

At the meeting to which T. B. McClure reported, a serious argument arose as to whether St. Helena had better vine land than the soils south of Napa city. A "Mr. Knief" suggested the latter lands were better suited to "grain and fruits than for grapes." He received a quick response:

> Mr. McClure disagreed with Mr. Knief; he thought the low land about Napa better adapted for grapes than the hill lands, provided it is well drained. He knew it would give much better returns in grapes than any other crop that could be put on it.[7]

At a meeting of the Association three months later, McClure had the sad duty of reporting on the spread of the phylloxera disease into his area:

> [they had] Inspected a number of vineyards in the Huichica and the Sonoma districts; found the pest present in every one to an extent greater than was supposed. The whole Winters Vineyard was attacked in spots. In Sonoma the vineyards are generally affected. Thought that there was no preventive but to plant resistant vines in places of those destroyed. Passed over the same road a year ago; found the ravages of the insect increased and more extensive this year.[8]

It should be noted that his observations were made before George Husmann began the restoration of the Winter/Simonton vineyards with resistant stocks. Ironically, George Husmann was introduced for the first time to Napa Valley growers and wine makers at the very meeting McClure addressed.

One vineyardist in the Carneros who paid little attention to the pessimism expressed by McClure, was John A. Stanly (variously spelled "Stanley," and often referred to as "Judge Stanly").

Stanly settled in the Carneros in the early 1880s too, purchasing three different parcels of the original Higuerra Rancho El Rincon de los Carneros. By 1895 his holdings came to over 1500 acres. By the latter date, he also had 200 acres of grapes.

Stanly's secret in overcoming the phylloxera was replanting quickly with new vines, which must have been a costly procedure.

And he did his own experimenting with resistant roots. A part of this story can be found in a phylloxera study carried out in 1893 in Napa County for the Board of State Viticultural Commissioners. The study reported:

> John A. Stanly, Napa--Total, 125 acres; in full bearing, 80 acres; planted to resistants, 125 acres, of which 118 are in Riparia and 7 in Lenoir; of the 125 acres, 90 are grafted and in partial bearing, and 35 acres are not yet grafted. All varieties that have been grafted to Riparia have succeeded. . . . This vineyard is planted to red varieties. Judge Stanly was probably the first person to introduce resistant vines into this county in 1882. He planted them against the judgement of many vineyardists. They have succeeded well. . . . Since I planted my first resistants, within three miles of my vineyard, 500 acres have been planted to vines and eaten up by the phylloxera.[9]

(Husmann's work predated Stanly's efforts despite what he told the writer in 1893.)

It is in the area of wine making that Stanly really excelled and subsequently brought much attention to the Carneros. His wines were among the first to pick up awards at the Viticultural Fairs sponsored by the Board of State Viticultural Commissioners. In 1888 he was awarded three First Place ribbons (Port, Tannat and Valdepenas) and a Second Place ribbon for an 1885 Zinfandel. Napa County that year won 22 ribbons, Alameda 17 and Santa Clara County 4, the remaining awards being spread among all the other wine producing counties.

Stanly's participation in that wine competition won him much praise in the public press plus notoriety for the viticulture district south of Napa, one writer comparing it with the "Medoc" of France. The most laudatory story was that in the San Francisco

Chronicle of October 6, 1889 in a story captioned: "Lower Napa Valley. Its Prospects for Wine Making. The California Medoc":

> Napa vineyards are well known on the Pacific coast, but until within the past few years the district nomenclature of wines were comparatively unknown to Eastern people, the generic term of "California wine" being the title under which the productions of the State, no matter from what county they originated, were introduced. To-day Napa wines stand high in public favor. Vineyardists such as Morris M. Estee, Jacob Schramm, Captain G. Niebaum, H. W. Crabbe [sic] and others have in many ways attracted attention to the superior productions of the valley. Lands suitable to the culture of the grape exist all over the county; but the lower end of the valley, especially in the vicinity of Napa City is pronounced by viticulturists to be the superior locality for cultivating the type of vines suitable for making red wine.
>
> . . . Judge Stanley, who owns a large tract of land near Napa City, upon which he has successfully cultivated various types of vines for the purpose of experimenting upon their capabilities with a view to determine the best variety for making red wines, gave the following information to the CHRONICLE representative:
>
> 'I consider that the lower end of Napa Valley is the most suitable locality for grapes that will yield red wine. My reasons for this statement are that the district is within the range where sea air permeats the atmosphere. From this sea air the vines extract properties which increases the tannin in the fruit. The soft pall of mist which hangs over the lower end of the valley in the winter mornings serves to shield the vines from frost and at the same time affords nourishment to the plants. The saline properties existing in the sea air is also valuable and imparts that peculiar flavor to the fruit and wine which is so noticeable a feature in wines grown in the Medoc district of France. . . .'

Was Judge Stanly bragging too much in his comments to the Chronicle? Not if others came to the same conclusions about his vineyards and wine.

No less an authority than Napa Valley viticulturist H. W. Crabb, told an interviewer in the Pacific Wine and Spirit Review, San Francisco, December 9, 1895 that Stanly "has the best vineyards in Napa County." (Crabb grew over three hundred varieties

of grapes in his vineyards at Oakville and sort of replaced Agoston Haraszthy as the man most interested in grape culture in California.) One decade later, the same publication carried these comments on Stanly's productions:

> Merchants are scouring the countryside looking for dry wine. Judge Stanley's cellar in Napa has been sold to Gundlach-Bundscher [sic] and Inglenook. Another cellar of high grade wines of 67,000 gallons from the Glaister Estate, Sonoma, was secured at a very high figure by the Gundlach-Bundscher Wine Company.[10]

No two wine houses in California had a better reputation in 1905 than Inglenook and Gundlach-Bundschu. Stanly's wines frequently sold before anyone else in the Napa Valley and he seemed to command a consistently higher price. (He may, of course, just have been a shrewd bargainer.)

Stanly's theories on resistant roots must have paid off for despite his death at the turn of the century, his vineyards were some 305 acres in 1919. The largest variety in terms of acreage was still the Valdepenas, according to Mario Volonte of Napa. Volonte arrived at the winery in 1919 and worked on the ranch for more than five decades. The Stanly Winery burned in August 1936 and was not rebuilt.

It is nearly impossible to reconstruct the vineyard acreage in the Carneros just prior to Prohibition. There are no directories which provide such information, most of these records having been destroyed when Prohibition took effect.

In the late 1890s, the Napa Register did send a reporter out into the district for a column called "Visit to the Farms."

Among the grape growers then were: Jarrett, 2 acres; Chapman, 14 acres; Asa Chapman, 3 acres; E. P. Lund, 3 acres; O'Daniel, 9 acres; Jas. Duhig, 4 acres; Anderson "some vines"; Stanly Ranch, 200 acres; J. M. Jacobs, 35 acres; D. C. Squibb, 15 acres, "recently pulled out."

For many years, a portion of the Carneros south of the Napa-Sonoma Highway was referred to as the "Fly District." One of the newspaper columns describing these farms in the area in the summer of 1895 is captioned "In Fly District" but Q. C. Fly, a pioneer farmer of the area, is not mentioned. The odd name was commonly used by many old-time residents until about the 1940s. (See the Official Map of the County of Napa, reproduced later in this study, for 1895 property owners and location of Fly farm.)

Another source used to find out the names of vineyardists and acres in grapes in the Carneros in the 1890s is the survey of phylloxera damage in Napa County undertaken by the Board of State Viticultural Commissioners. It was published in 1893 but it is not clear if the material was gathered that same year. There is no listing for "Carneros" but a comparison of names known to be residents in the district provides the following grape growers: M. Buchli, 15 acres; James Duhig, 40 acres; P. Flanagan, 45 acres; P. Heinrich (or Hinrich), 15 acres; J. R. S. Kingley, 125 acres (the Simonton estate); Chas. Robinson, 60 acres; John A. Stanly, 125 acres; Henry Tasche, 5 acres.

Between the years 1889 and 1899, Napa County dropped from 18,000 acres of producing vineyards to 3,000 acres due to the

phylloxera.[11] The vines of the Carneros must have suffered an equal fate. Replanting after 1900 was very slow since most farmers had lost faith in any of the so-called resistant roots. Husmann had championed the Riparia and so had the University of California. It worked on some soils but certainly not the hillsides. Some growers just replanted on natural roots, taking the grapes as long as the vine would produce, then replanting again. Quite a few farmers went bankrupt. By 1915 the county's grape acreage had returned to only the 13,000 acre figure.[12]

Farmers of the Carneros who still had grapes when Prohibition began did not, apparently, follow the pattern established elsewhere in the state, that of greatly expanding vine acreage. The Volstead Act, which implemented the 18th Amendment to the U.S. Constitution (Prohibition), provided for the making of 200 gallons of wine at home annually. Because of the home demand for grapes consequently, prices escalated quickly from $25 a ton to $60 and $70 a ton in 1919 and hit $200 to $400 a ton for some varieties (primarily Zinfandel or Alicante Bouschet) by 1924. California had about 97,000 acres in wine grapes before Prohibition. Less than a decade later, economist S. W. Shear wrote: ". . . the acreage will probably be near 161,000, which all represents an increase of about 66 per cent since 1919."[13]

Mario Volonte of Napa, California, began working for the Stanly ranch and winery in 1919 and recalled in a recent interview that there were 305 acres in vines that year. With Prohibition, all the grapes were shipped east. The winery did operate for

three seasons after Prohibition but burned completely in August 1936. Volonte remembers the vineyards began to decline after that year until they were replanted by Louis Martini, Sr. in the mid-1940s.[14]

Wilbur Stewart of Milton Road, Napa, has lived in the Carneros most of his eight decades of life. In 1941 he purchased his present ranch and when asked about vines then in the area replied, "I don't remember a one."[15] On second thought, he admits that isn't quite correct:

"The Stanly ranch had one little vineyard that I recall. Going down Stanly Lane it was on the right side of those slopes. . . . Flanagans had one or two little patches."

Murray Longhurst of Napa, California, recalled in a recent interview purchasing the old Simonton ranch (or a major portion of it) in 1930 and claims "There were no vines on the property when I arrived. . . . When I bought the ranch from Dubois, there were still fifty gallon barrels of wine in the old winery."[16] Longhurst believes that Dubois made the wine.

Dick Flanagan of Napa, California, remembers his family winery in the Carneros being reopened after Prohibition but it operated only about two years. After his father's death in 1936, the cooperage was sold to the Garetto family who had built a new winery on Stanley Lane. Flanagan claims the last remaining vineyards of the family were pulled out in 1970.[17]

The Garetto Winery was the last winery in the Carneros to bridge the gap from immediate post Prohibition times to the present. John Garetto founded the winery in 1935, purchasing most

of the remaining grapes grown in the area. The annual production of wine in the late 1930s was only about 30,000 gallons. Gradually the winery was enlarged until it could handle a half million gallons of wine. It was sold to the Beringer Winery of St. Helena in 1955 and in the past few years has seen no crush but is still used for wine storage.

The Carneros has had a spectacular rebirth in recent decades, with vines again being planted over many of its rolling hillsides--extending from the Sonoma County line to the old Stanly ranch, and on both sides of Highway 12, that historic boundary dividing north and south Carneros. It is a virtual repeat of what happened there ninety years ago, except that acreages in total are much greater.

Two people deserve some special credit for this rebirth of vineyards. The first is Louis Martini, Sr. (now deceased) and famed wine consultant Andre Tchelistcheff.

Martini arrived in the Napa Valley in the mid-1930s and began purchasing grapes within a year or two from the Stanly vineyards. His son, Louis, Jr., claims his father used to talk about the "special character of the Stanly grapes from the Carneros" and when the Stanly ranch was offered for sale in 1942, the Martinis quickly purchased 200 acres. The elder Martini did not replant the old Stanly grape varieties but decided this locale would be ideal for the Pinot Noir grape. The Martini Winery holdings in the Carneros have since been nearly doubled, all the vines covered with that historic soil of the "California Medoc," as the Chronicle

put it back in October 1889. This expansion of vineyards in the Carneros by the Martini Winery is an excellent testimonial to what has been known for more than a century about the quality of the grape in this unusual climatic region of the Napa Valley.

Andre Tchelistcheff may have compared notes one day with Martini and came to some of the same conclusions about the Carneros. In 1962 he convinced Helene de Pins (daughter of Beaulieu founder George de Latour) to expand Beaulieu Vineyard vines to the Carneros. Within the year work began on planting 40 acres of Chardonnay and 80 acres of Pinot Noir.

Within the past decade, many other Napa Valley wineries have quickly purchased land in the Carneros. The area's reputation for certain grape varieties, especially varieties like Pinot Noir or Chardonnay, has soared dramatically. Among the new owners are the Charles Krug Winery, Robert Mondavi Winery, Carneros Creek Winery, Domaine Chandon, Buena Vista Winery (of Sonoma County) and Rene di Rosa's Winery Lake Vineyards.

BOUNDARIES

There was little attempt prior to 1880 to separate Napa Valley into sub-districts, except perhaps for "St. Helena" and "Napa," the two principal towns. The total grape acreage in the entire county was about 3500 acres in the late 1870s, most of that again in vineyards surrounding these two towns. Occasionally, the farmlands lying south of Napa city were referred to as being


HIGHWAY 12
CHARLES S. FECHEIMER
1297.18
JUANA B. FISHER
JOSE BORGES
170
RANCHO NAPA
RANCHO
DE LOS
CARNEROS
RINCON
A. T. HATCH
204
THOS. REED
192
D. C. SQUIBB
133
M. WITHERS
350
C. S. MILLER
391.5
H. PORTERFIELD
332
JAMES DEALY
480
J. M. BUCHLI
J. A. STANLEY
579.6
C. D. ALLEN
A. TORMEY
A. FAGAN
MARY H. LEA
ET AL
200
THOMPSONS
SUSCOL
C. D. ALLEN
W. F. GOAD
J. M. BRADFORD
125.3
JAMES DUHIG
80
J. S. SALMON
204.5
H. ANDERSON
242
A. SCIUGO
160
P. FLANNAGAN
104.8
ORRIN SAMMONS
200
V. HATHAWAY
SAM'L RANDALL
A. BUCKLEY
H. BROWN
94
EST. OF JAS. DEALY
100
J. S. JENNINGS
58
G. RUTLEDGE
A. L. BRYAN
22
11
13
7
10
11
14
16
15
14
17
4
3
2
5

OFFICIAL MAP OF THE COUNTY OF NAPA, CALIFORNIA

Dated Jan.21, 1895

in the "Suscol Valley" or "Suscol District." No one inside the county of Napa worried much about such geographic definitions, it was the non-county residents (other Californians) who seemed to have boundary problems, even to identifying Napa Valley itself.

This problem was serious enough in 1883 for Charles Gardner, editor of the St. Helena Star, to address it in a special story in his newspaper. The story captioned "What Is Napa Valley," is in a January 16 issue:

> 'Inquirer,' San Francisco, writes, 'To solve a question, please kindly state in your valuable paper what portion of Napa county is known as Napa Valley, and which are its boundaries.'
>
> Napa Valley is that portion of Napa county which is included in the Valley of that name. It heads above Calistoga, about Mt. St. Helena (at the Northern boundary of the county), and runs in a Southwesterly direction, almost to the Southern line of the county, below the City of Napa.
>
> . . . Its boundaries are mountain ranges at the sides, Mt. St. Helena at its head and Soscol Valley (near Vallejo) at the foot. . . .

That explanation may or may not have cleared up the matter for the letter writer, but there were plenty of other opportunities shortly for anyone with the interest to read further on the subject. Throughout the decade of the 1880s, every pamphlet and most newspaper stories on Napa Valley carried some explanation of its geographic boundaries. Finally, the San Francisco Call in March 1895 put it all very simply:

> It is a long, narrow valley, with the broad bay of San Francisco at its lower end, and the grim gray old volcano of St. Helena at the upper.

This left out the question of side boundaries and there is much evidence by the turn of the century that Napa Valley and

Napa County were regarded as one and the same by most people in California, unless they had visited the area.

With the great increase in vineyards and wineries in Napa Valley in the decade of the 1880s, it became necessary to divide the valley into districts related to towns or identified with special geographic features. Thus the mini-valleys within the county came in for more attention, valleys such as Pope, Berryessa, Gordon, Wooden, Chiles, Conn or Browns. Representatives from each of these districts began attending viticulture meetings, especially those called by the Board of State Viticultural Commissioners. They provided the statistics on grapevines, wine production or the spread of disease or problems with mildew.

The area south of Napa city did not lend itself to an easy, clearly defined label. It was a part of the Napa Valley, there never was any question of that but it had no town or village to give it a special identity. Suscol had never grown enough to even warrant establishing a post office.

The Napa Daily Register tentatively took steps to correct this problem on May 20, 1880 when the newspaper took the vineyardists of the "Napa District" to task:

> . . . If vineyardists in Napa district think as thrifty vines cannot be made to grow here, or that the best of wine cannot be made therefrom, as in other districts, they are laboring under a mistake. . . . Vineyards in Brown's valley, some of which are twenty years old, and those situated on the Carneros Creek, or between this city and Yountville, on either side of the valley, bear large crops.

The label of "Carneros" did not exactly catch on immediately. When traveling by horse and wagon, this was still a very large

geographic area and Carneros Creek was a long ways from someone situated near the Napa River or close to the town of Napa.

One year later, the Napa Grape Growers Association began a systematic collection of statistics on vineyard expansion in the immediate vicinity of Napa. The activity is documented in the Napa County Reporter of June 24, 1881, which reads in part:

> PARTIAL REPORT OF COMMITTEE ON STATISTICS. The Committee appointed at the last meeting to ascertain the number of acres in vines and the number of vines cultivated in Napa District, or that portion of Napa Valley south of Yountville, made a special report as follows: Mr. McClure, sub-district comprising vineyards west of Napa river and south of the Sonoma road--No. bearing vines, 172,000; No. planted in 1880, 18,500; No. planted in 1881, 96,000; No. of acres, 359.

It was now obvious that applying any such broad definition as "Suscol Valley" to this region would no longer be acceptable. Part of the explanation can be seen in the number of vines planted in McClure's sub-district in 1880 (18,500) and the number planted the following year, 96,000. The sub-district was in a vine planting boom. Unfortunately, the person appointed to report on the number of vines growing north of the Sonoma Road (or the other half of the Carneros) never turned in his figures. (They are not to be found in subsequent issues of the Reporter, either.)

To underscore the point again that Suscol Valley or any other such broad name did not apply any longer south of Napa city, the Napa Grape Growers Association heard this report on September 30, 1881:

> Mr. Buckley, of the sub-committee appointed to ascertain the number of vines in the district bounded on the north by a line east from Napa City, taking in Wild Horse

> Valley, by Solano on the east and south, and by the Napa River on the West, filed a report, showing that there were 139 acres containing 117,150 old bearing vines; and 134 acres containing 97,000 newly planted vines.[18]

This took in most of Wooden Valley, Gordon Valley and any part of the old "Suscol Valley" lying east of the Napa River.

The Napa Register was having some problems with all of these new sub-districts apparently for it referred again briefly to the Suscol in this story of January 11, 1891:

> In the Soscol hills there are but few vineyards. In Brown's valley, the Redwoods and away toward and to the Sonoma county line along the highway leading from Napa City to Sonoma, are to be found vineyards of greater or lesser extent.

One of the hindrances preventing adoption of the word "Carneros" was the use of the label "Fly District." The name was quaint, maybe that is why it caught on and stuck, at least for several decades thereafter. The Register used the phrase in a column on "Visits to the Farms," in the summer of 1895.

The Napa Register's "Visits to the Farms" column of June 28, 1895, is captioned simply "More Farms" and specifies that the area to be covered stretches from Browns Valley to Union Station. This was no longer a part of the "southwestern" sub-district which took in the Carneros Creek and Sonoma-Napa Highway vineyards. The story indirectly provides a northern boundary, at least in 1895, for the vineyards lying southwest of Napa city.

Official reports to the state did not reflect all of these delicate, hopscotching boundary matters. The official Report of phylloxera damage in Napa County as reported in 1893 by the Board of State Viticultural Commissioners, carries this breakdown:

"Napa District," "Yountville District," "St. Helena District," "Chiles and Conn Valleys," and "Calistoga District."

Seventy-five year old Stewart Duhig, who was born and raised in the Carneros region (a road through the center of the area now bears the family name), claims he remembers how the now common name of "Carneros" came to be applied to the entire district. A transcription of a taped interview with Duhig on August 27, 1980, follows in part:

WH: . . . How did they begin referring to it all as the Carneros? When did that come about?

SD: Well, there were two . . . those were school districts. There was a Los Amigos School District and a Carneros School District. The Los Amigos School District was originally the Fly School District and it was later changed--'15 (1915) or somewhere, to Los Amigos School District. Now it's a combined school district and the entire area is known as the Carneros.

WH: Do you know when the Los Amigos school closed and when they began to refer to the whole area as the Carneros?

SD: It's been probably twenty-five or thirty years ago that they closed the old Fly District-Los Amigos School and built . . .

WH: You mean 1950? It would be as recent as 1950?

VD: (Violet Duhig) We were offered the bell out of the school.

SD: After we were here?

VD: Yes, it was after we were here.

SD: In the mid-'40s?

VD: After the war.

SD: . . . They unified the two school districts and so that in itself then without a separate Los Amigos School District--it lost its identity to a certain extent. Now the entire area is known as the Carneros District.

WH: Is that the primary reason for it being the Carneros, it was just the school thing?

SD: Yes.

Historical documentation relating to the geographic boundaries of the Carneros have been included in this study for all but the western side, commonly referred to as the boundary associated with the county of Sonoma. There appears to be little in the printed records of Napa county relating to this specific question. It is obvious, that soils and climatic conditions within the Carneros extend into Sonoma county, ignoring the arbitrary political lines drawn.

For some of the grape growers residing near the Sonoma county line, it was unquestionably a much shorter distance to haul their grapes into Sonoma county and the wineries which existed historically not so many miles away. The circumstantial evidence indicates this was not the case, however.

There has long been a very strong local pride among Napa Valley grape growers which prevented them from marketing their grapes in areas outside the valley, except during Prohibition (when they were shipped to the east). For this reason, it seems probable that the Carneros region of Napa Valley never extended across that invisible but important county line.

This Napa Valley pride can be documented in many diverse ways. For example, the first grape and wine organization formed in California after Prohibition, was in the Napa Valley. On August 2, 1935, the St. Helena Star recorded the birth of "The Napa Valley Wine Industry", an association whose slogan

was "Use Napa Valley Dry Wines--Napa County Grapes for Napa Valley Dry Wines".

The California Land and Products Corp. of Oakland, Ca., advertised in the 1920s that it would buy and sell local grapes in the east, affixing a district brand label to each box of grapes. Their advertisements in the California Grape Grower magazine frequently bore the words "Napa Valley". It was clear those two words not only caught the attention of other district grape growers, they stood for quality. (See example following page.)

All or most of the grapes from the mini-valleys of Napa county were hauled over steep, dirt, mountainous roads to Napa Valley historically and even to the present day.

Seventy year old Lilburn Clark of Wooden Valley, insists "all the grapes went to Napa. Everybody in the valley--(shipped) them to Napa. Migliavacca was the buyer there, then."[19]

The road incidentally, from Wooden Valley to Napa is over some of the steepest terrain in coastal California. There is a level road of a much shorter distance into Fairfield and Solano county. Clark insists they always received higher prices if they sold their Napa Valley grapes in Napa.

Robert Duvall, born in Pope Valley in 1906, remembers helping haul grapes to the wineries in Angwin or on Howell mountain before Prohibition, or to Napa Valley. "A lot of grapes from Pope Valley were sold in Napa Valley--that was the

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logical market." [20]

Sam Haus, now of St. Helena, Ca. was born in Pope Valley in 1889. He recalled recently in a taped interview, hauling grapes in 1907 from the Stafford ranch in Pope Valley into various wineries in Napa Valley. His family's winery, Pope Valley Winery, hauled wine for several years immediately prior to Prohibition to Beaulieu at Rutherford.[21]

Louis Stalla planted 200 acres to grapes in Berryessa Valley in 1941-42. His first crop, a record 900 tons, was hauled to Winters (in the Sacramento Valley) and around to St. Helena where he sold the grapes to the Christian Bros. Winery.[22] It was easier on the trucks though it took a bit more time, just to avoid the mountainous terrain.

Because the raising of grapes declined so rapidly in the Carneros with the advent of Prohibition (sixty years ago now), it is difficult to locate old time former residents who had anything to do with raising grapes. The old time residents interviewed for this study, recall where the historic wineries were located, etc. but as to who sold grapes where, sixty or more years ago, that subject is difficult to recall. These men were not in that business, i.e. Wilbur Stewart, Murray Longhurst, Stwart Duhig.

SUMMARY

The Carneros could very well be the second oldest grape growing region in the Napa Valley, the pioneer settlement geography of Napa county being the main support for this conclusion. John Hittell's 1860 article "Notes on Napa Valley" offers further reason for this belief with his statistics showing one-third of the farmers in the entire Napa Valley as being south of Napa city. They had under cultivation some four thousand acres of land.

The Thompson brother's nursery at Suscol, established in the early 1850s, provided an easy source for grape cuttings or roots to any Carneros farmer wishing to plant vines. The Thompson's success in vine culture must have attracted considerable pioneer attention to this locale.

The largest singly owned vineyard in the Napa Valley by 1872 was that of W.H. Winter, along the Napa to Sonoma road. He began making wine about the same year and the ruins of his winery still stand. His winery, vineyards and ranch was acquired in 1881 by James Simonton. Simonton quickly hired George Husmann, a pioneer Missouri viticulturist, to run the ranch and begin experiments to see if the phylloxera vine disease could not be controlled by resistant root stock rather than one time cures. The work carried out here in the 1880s, and widely recognized by the Board of State Viticultural Commissioners, makes the site of special historic significance and should be a state landmark.

There were 359 acres of vines in the Carneros south of the Sonoma-Napa highway by 1881, so reported T. B. McClure to the Napa Grape Growers Association. His statistics did not include the Simonton or Flamant ranches which along with other growers gave the Carneros a minimum of 500 acres or more. McClure reported 96,000 new vines were planted in 1881, as compared to 18,000 the previous year.

The most notable wine maker in the Carneros has to be "Judge" John Stanly. He had over 300 acres of vines by 1895. His wines won some of the first awards given in competition sponsored by the Board of Viticultural Commissioners. His wines frequently sold before any others in the county. Because of his reputation, the San Francisco Chronicle called the Carneros in 1889, the "California Medoc".

Vineyards almost disappeared in the region during Prohibition but Louis Martini, Sr. rediscovered the fine wine quality of Carneros grapes in the 1940s and purchased 200 acres of the Stanly ranch. He was followed in due course by Andre Tchelistcheff working in behalf of Beaulieu Vineyard, Rutherford.

Within a few more years other leading wine men and growers quickly scouted the Carneros for land to plant vines, particularly the Pinot Noir (used for champagne) and the Chardonnay grapes. The wineries included Domaine Chandon, Charles Krug, Robert Mondavi, Carneros Creek and even the historic Buena Vista Winery of neighboring Sonoma.

All of this activity, particularly by some of the most distinguished wine makers in California, attracted the attention of the press. In recent years, the Carneros has received major publicity in the public press which has given the region a significant new status within the illustrious Napa Valley of California.

FOOTNOTES

1. Hesperian magazine, April 1860, Vol. 4, No. 7, page 59.
2. Published by the San Francisco Call newspaper, see page 52.
3. St. Helena Star, June 8, 1885.
4. Official Report of the California State Agricultural Society's Third Annual Fair, pages 10-11. For 1859 see Transactions of the California State Agricultural Society. During the Year 1858. (Sacramento: 1859), page 240.
5. The Natural Wealth of California (San Francisco: H. H. Bancroft & Co., 1868), page 176-180.
6. First Annual Report of the Chief Executive Officer of the Board of State Viticultural Commissioners (Sacramento: 1882), page xxxvii.
7. Napa County Reporter, Napa, Ca., June 24, 1881.
8. Napa County Reporter, Sept. 30, 1881.
9. The Vineyards in Napa County; Being the Report of E. C. Priber, Commissioner for the Napa District. To the Board of State Viticultural Commissioners. (Sacramento: 1893), page 22.
10. Jan. 31, 1905, page 9.
11. See Biennial Reports of the State Board of Equalization, for California, for the years 1887 to 1900. Published at Sacramento.
12. California State Board of Viticultural Commissioners, Bulletin #2, June 15, 1915, page 2.
13. Economic Status of the Grape Industry. Bulletin of the Agricultural Experiment Station, Berkeley, Number 429, June 1927. See pages 9-13.
14. Personal interview by the writer, August 4, 1980, at his home.
15. Taped interview by the writer, July 30, 1980, at his home on Milton Road, Napa, Ca.
16. Personal interview by the writer, August 4, 1980, at his home in Napa, Ca.
17. Telephone interview by this writer, Sept. 12, 1980.
18. Napa County Reporter, August 5, 1881.

19. Taped interview by this writer, April 20, 1979, at his home, 1534 Wooden Valley Road.

20. Telephone interview to his home in New York city, May 30, 1979.

21. Taped interview by this writer, April 23, 1979 at his home in St. Helena.

22. Taped interview by this writer, April 23, 1979, at his home in St. Helena.