

VEL:

Please

file w.

TD-ATF-204

September 28, 1982

Mr. Joe DeViney
Regional Regulatory Administrator
Bureau of Alcohol, Tobacco & Firearms
525 Market Street, 34th Floor
San Francisco, CA 94105

Dear Mr. DeViney:

As a result of your discussions with Mr. Ernest Gallo, Mr. Brennan, and Mr. Crawford, we have substantially revised the petition for the Northern Sonoma Viticultural Area.

The enclosed copy of the petition is for your information and you may retain it in your office. We are sending complete copies as noted below so that all concerned will have a copy for reference in addition to the copy being processed in Washington, D.C.

We appreciate your input into this petition. If you have any questions, please call me or Mr. Crawford and we will be pleased to supply any additional information that is needed.

Very truly yours,

E. & J. GALLO WINERY

Paul C. Thorpe
Attorney in Fact

PCT:bw
Enclosure

cc: Rick Allen
Richard Mascolo ✓
John Linthicum (2)
George Neis
C. M. Crawford
F. W. Brennan

Received
5/10/82
R. J. ...

3 MAY 1982

Director
Bureau of Alcohol, Tobacco & Firearms
Washington, DC 20226

RE: PETITION, ESTABLISH-
MENT OF VITICULTURAL
AREA

Dear Sir:

On October 2, 1979, B.A.T.F. published Treasury Decision A.T.F.-60 (44-FR56692) which added a new Part 9 to 27 CFR providing for the listing of approved American Viticultural Areas, the names of which may be used as appellations of origin.

Section 4.25a(e)(1) Title 27 CFR defines an American Viticultural Area as a "delimited grape growing region distinguishable by geographical features."

Section 4.25a(e)(2) outlines the procedure for proposing an American Viticultural Area.

Sonoma County is situated north of San Francisco Bay just west of Napa County. In contrast to Napa, our valley system and its adjacent hillsides represent the bulk of the grape plantings in Sonoma County. Sonoma County has four major wine growing districts -- the Sonoma Valley, which has already been established as a Viticultural Area; the Alexander Valley; the Dry Creek Valley; and the Russian River Valley.

Although each of these districts can be considered physically distinct, none of them have uniform climates. Parts of different districts are more similar than two ends of the same district.

It is our considered opinion that the establishment of the "Northern Sonoma" viticultural area and the subsequent use of its name as an appellation of origin in wine labeling and advertising will help consumers of wine to better identify wines from Northern Sonoma.

Therefore, in accordance with 27 CFR 4.25a(e)(2), we hereby petition the B.A.T.F. to establish a Grape Growing Region known as "Northern Sonoma" as a Viticultural Area:

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

Sonoma is deep in wine history. Viticulture in the area dates to the establishment of the San Francisco Solano Mission in the town of Sonoma in 1823, and by the 1850's vineyards were being widely planted all over Sonoma County. In the 1860's, Sonoma became the leading wine producing county in California, and 20 years later, began to receive international acclaim as gold medals were won at wine tastings in Europe and the United States. Vineyard acreage and winery numbers showed a general increase during those years, and the trend continued into the 20th Century. In 1910, the number of registered wineries in Sonoma County was 256.

The area historically known as "Sonoma" encompassed most of Sonoma County before the disaster of prohibition. The growth of the city of Santa Rosa has effectively cut Sonoma into two areas. Sonoma Valley to the southeast and the vast majority of Sonoma to the north and west consisting of the Alexander Valley, Dry Creek Valley and Russian River Valley districts which collectively form the viticultural area known as Northern Sonoma.

When the growers and vintners in this area were discussing establishment of a formal viticultural area they recognized that using the name Sonoma, by which the area had been known in the past, would be confusing to consumers in the light of the separate establishment of the Sonoma Valley viticultural area. The alternative to introducing a name descriptive of the portion of the Sonoma area not included in the Sonoma Valley proposal would have been to expand the Sonoma Valley to include the entire Sonoma area. This was done in the case of the Napa Valley which now includes all districts formerly included in the term "Napa." This path was not followed due to the distinct separation that now exists between the two portions of the Sonoma area caused by the city of Santa Rosa. Exhibits 1 and 2 illustrate this break.

Exhibit 1 was published in 1953 by the Wine Advisory Board and clearly shows the heavy concentration of wineries in the northern Sonoma area with a break at Santa Rosa and the few wineries in the Sonoma Valley. Exhibit 2, published in 1981, clearly shows that the pattern continues to exist with the bulk of the wine industry in Northern Sonoma with a much smaller fraction in the Sonoma Valley southeast of Santa Rosa.

Although Alexander Valley, Dry Creek Valley, and Russian River Valley Growers are all interested in local viticultural appellations, they have one similar thread which binds them together, the Russian River. The Russian River starts in Mendocino County, but the viticultural area in that county is

separated from Northern Sonoma by the mountainous region between Cloverdale and Hopland.

However, as the Russian River meanders southeasterly into Sonoma County, it almost immediately becomes the thread which ties together the entire Sonoma Russian River Watershed into a giant grape-growing, winery area. As the Russian River goes southeast from the Sonoma County border, it passes through a chain of hillsides and benches, which present ideal conditions for growing premium wine grapes.

After passing through Healdsburg and cutting south, the Russian River is flanked with historic wineries and then turns westward toward the ocean through areas boasting vineyards since the 1850's. In this Northern Sonoma area, some of California's finest wine grapes are grown, and some of the most outstanding wines are produced.

In talking to individuals in the Eastern United States and in Europe, one finds that little is known about the areas of California other than Napa and Sonoma. The names "Napa" and "Sonoma" have been used in promotions for over 100 years, but to the average Easterner or European, the name "Russian River" or "Dry Creek" without the word "Sonoma" modifying it, means nothing, and the objective of a viticultural appellation is to identify the viticultural area name so that it will be familiar to potential customers for the wine produced from that area.

This fertile and beautiful area, all of which lies within the Russian River Watershed, if not identified as "Northern Sonoma," loses its historical identity. No other name so clearly identifies this area for the wine consumer.

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

We have attached as Exhibit 3 a report prepared by William F. Heintz, noted wine historian, which clearly demonstrates the basis for calling the area we are describing "Northern Sonoma." Indeed, immediately upon repeal, a winery was opened in Geyserville under the name "Northern Sonoma Wines, Inc."

We believe Exhibit 3 demonstrates that the term "Northern Sonoma" has found local acceptance throughout the viticultural history of the area.

It also gives historical and current evidence that the boundaries of Northern Sonoma should include the entire watershed of the Russian River in Sonoma County including Alexander Valley and Dry Creek, as well as Russian River Plain. See page 43, where this conclusion is spelled out and specific published support is cited.

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

Areas which have the characteristics of Regions I, II, and III, can be found spotted as micro-climates throughout this entire area, and there are no individual characteristics of any one of the three areas encompassing Northern Sonoma which are different enough to require their separation from the others. Their geographical characteristics, climate, soil, elevation, physical features, all are similar and are features of this proposed area. Owing to the great diversity of this area, we are relying principally on its historical usage as justification, rather than geography.

Our boundaries do, however, relate to valid geographic considerations. On the west, we have stopped at the point at which viticulture is no longer viable. On the south, the land is either unsuitable or is urban. In the east, we follow the ridge separating Sonoma from the Napa and Lake viticultural areas. At the north, we have used the Mendocino County line for convenience to traverse the mountainous break between the Sonoma and Mendocino viticultural areas.

(iv) The specific boundaries of the viticultural area, based on features which can be found on U. S. Geological Survey (U.S.G.S.) maps of the largest applicable scale;

The Northern Sonoma Viticultural Area can be located on the U.S.G.S. map, titled, "Sonoma County, California, 1970."

The description of the specific boundaries of the Northern Sonoma Viticultural Area is as follows:

(Road names used locally, but not shown on the Sonoma County, California map are given in parenthesis. Section numbers have been added where needed. They may be verified by referring to the "Sectionized Township" in the lower left corner of the map, which shows how the sections in a township are numbered.)

1. Beginning at Monte Rio on the Russian River, proceed southeast on the road along Dutch Bill Creek (the Bohemian Highway) to its intersection with State Highway 12 (the Bodega Highway) east of Freestone.
2. Proceed east on State Highway 12 through Sebastopol to an intersection about three and one-half miles east of Sebastopol (Fulton Road).
3. Proceed north (on Fulton Road) to Fulton.
4. At Fulton, turn east (on River Road which after crossing Highway 101 becomes Mark West Springs Road) and proceed easterly and then northerly to Mark West Springs.
5. Proceed east (on Porter Road) to Petrified Forest.
6. Continue east (on Petrified Forest Road) to the Napa/Sonoma County line.
7. Proceed north along the Napa/Sonoma County line to the Lake County line.
8. Proceed northwest along the Sonoma/Lake County line to the Mendocino County line.
9. Proceed west along the Sonoma/Mendocino County line to the northwest corner of Section 34, Township 12 North, Range 11 West, Mt. Diablo Meridian.
10. Proceed south approximately 30° east, about four and one-half miles to the peak of Red Mountain, elevation 1494, (in Section 23, Township 11 North, Range 11 West, Mt. Diablo Meridian).

11. Proceed south approximately 17° west, about eight and one-half miles to an unnamed peak (known locally as Fry 2) carrying an elevation marker at 2468 feet in the southeast corner of Section 6, Township 9 North, Range 11 West, Mt. Diablo Meridian (this peak is located in Section 5 on the 1978 Warm Springs Dam 7.5 minute map).
12. Proceed south approximately 45° east about eight and one-half miles crossing the northeasterly corner of Austin Creek State Recreation Area to the common corners of Section 8, 9, 17, and 16, Township 8 North, Range 10 West, Mt. Diablo Meridian.
13. Proceed southwesterly along the unnamed road (Sweet Water Springs Road) to the road along Fife Creek (Armstrong Woods Road).
14. Proceed southerly on the road along Fife Creek (Armstrong Woods Road) to the State Highway 116 at Guerneville.
15. Proceed southerly along the State Highway 116 to Monte Rio and the point of beginning.

(v) A copy of the appropriate U.S.G.S. map with the boundaries prominently marked;

We have enclosed the most appropriate map for determining the boundaries of the Northern Sonoma Viticultural Area which is the U.S.G.S. Map, titled, "Sonoma County, California, 1970."

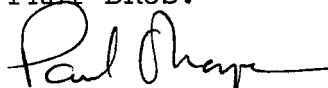
The use of a map of intermediate scale was discussed with your office in July of 1981. We were informed that where a large number of 7.5 minute maps would be required, a smaller scale map would be acceptable. To use 7.5 minute maps would require the following 17 maps:

- | | |
|----------------------|----------------------|
| 1. Duncan's Mills | 10. Detert Reservoir |
| 2. Camp Meeker | 11. Whispering Pines |
| 3. Valley Ford | 12. The Geysers |
| 4. Two Rock | 13. Asti |
| 5. Sebastopol | 14. Cloverdale |
| 6. Santa Rosa | 15. Warm Springs Dam |
| 7. Mark West Springs | 16. Cazadero |
| 8. Calistoga | 17. Guerneville |
| 9. Mt. St. Helena | |

We hereby request that the necessary steps be taken by the Bureau of Alcohol, Tobacco and Firearms to rule that Northern Sonoma be named a Viticultural Area in California.

Yours very truly,

FREI BROS.



Paul C. Thorpe
Attorney in Fact

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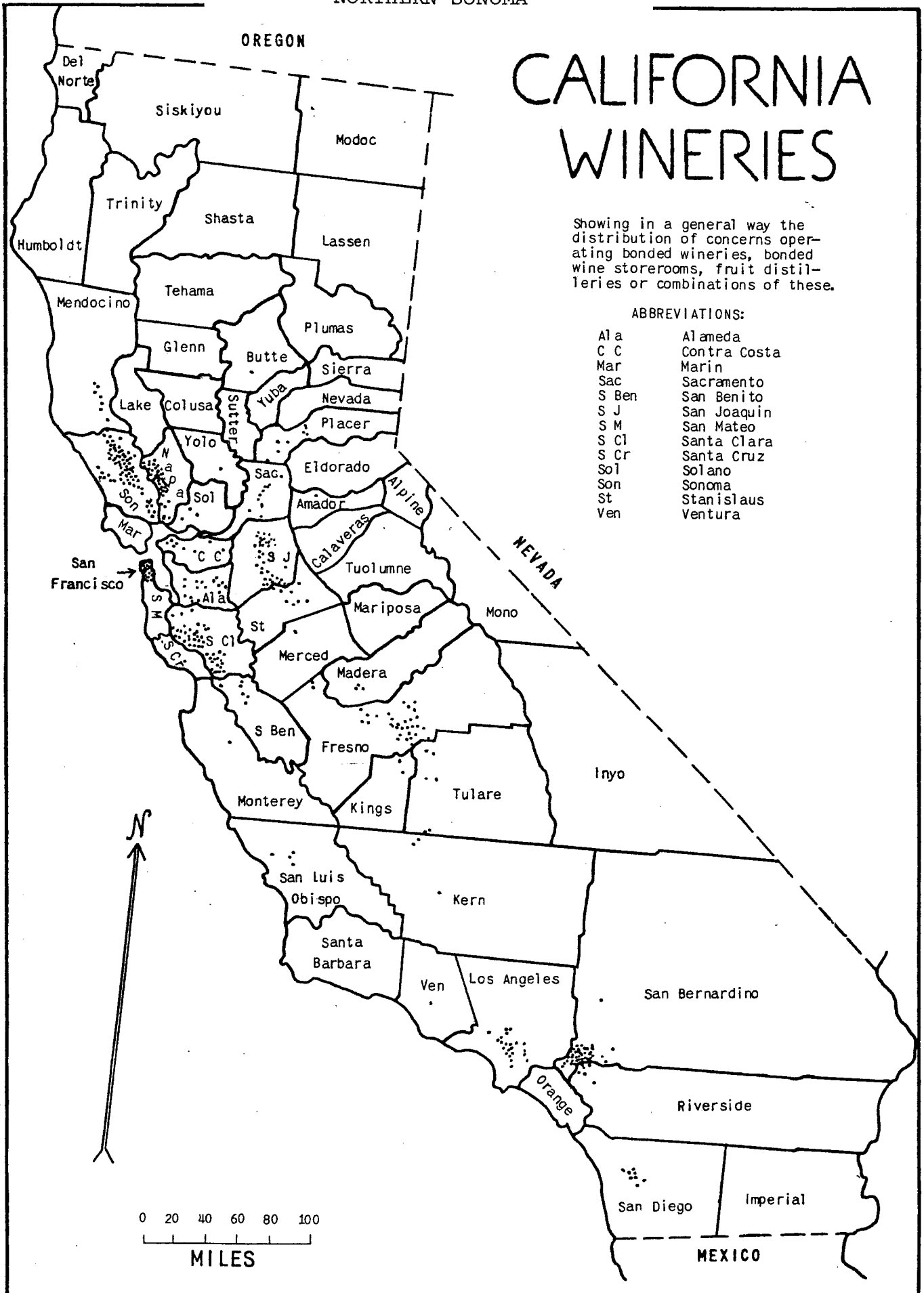
cc: Elmo Martini
Terry D. Harrison
Audrey M. Sterling
Jack Fitzgerald
Robert Ellis
Milton Kielsmeier
Cathy Kielsmeier
Perry Glover
Dorothy Glover
Ted Seghesio
Gary Chesak
Michele H. Mabry
Al Blasi
B. J. Bird
Charles Kline
Cecil O. DeLoach, Jr.
Christine DeLoach
Gary B. Heck
Louis J. Foppiano

CALIFORNIA WINERIES

Showing in a general way the distribution of concerns operating bonded wineries, bonded wine storerooms, fruit distilleries or combinations of these.

ABBREVIATIONS:

- | | |
|-------|--------------|
| Ala | Alameda |
| C C | Contra Costa |
| Mar | Marin |
| Sac | Sacramento |
| S Ben | San Benito |
| S J | San Joaquin |
| S M | San Mateo |
| S Cl | Santa Clara |
| S Cr | Santa Cruz |
| SoI | Solano |
| Son | Sonoma |
| St | Stanislaus |
| Ven | Ventura |



Sonoma

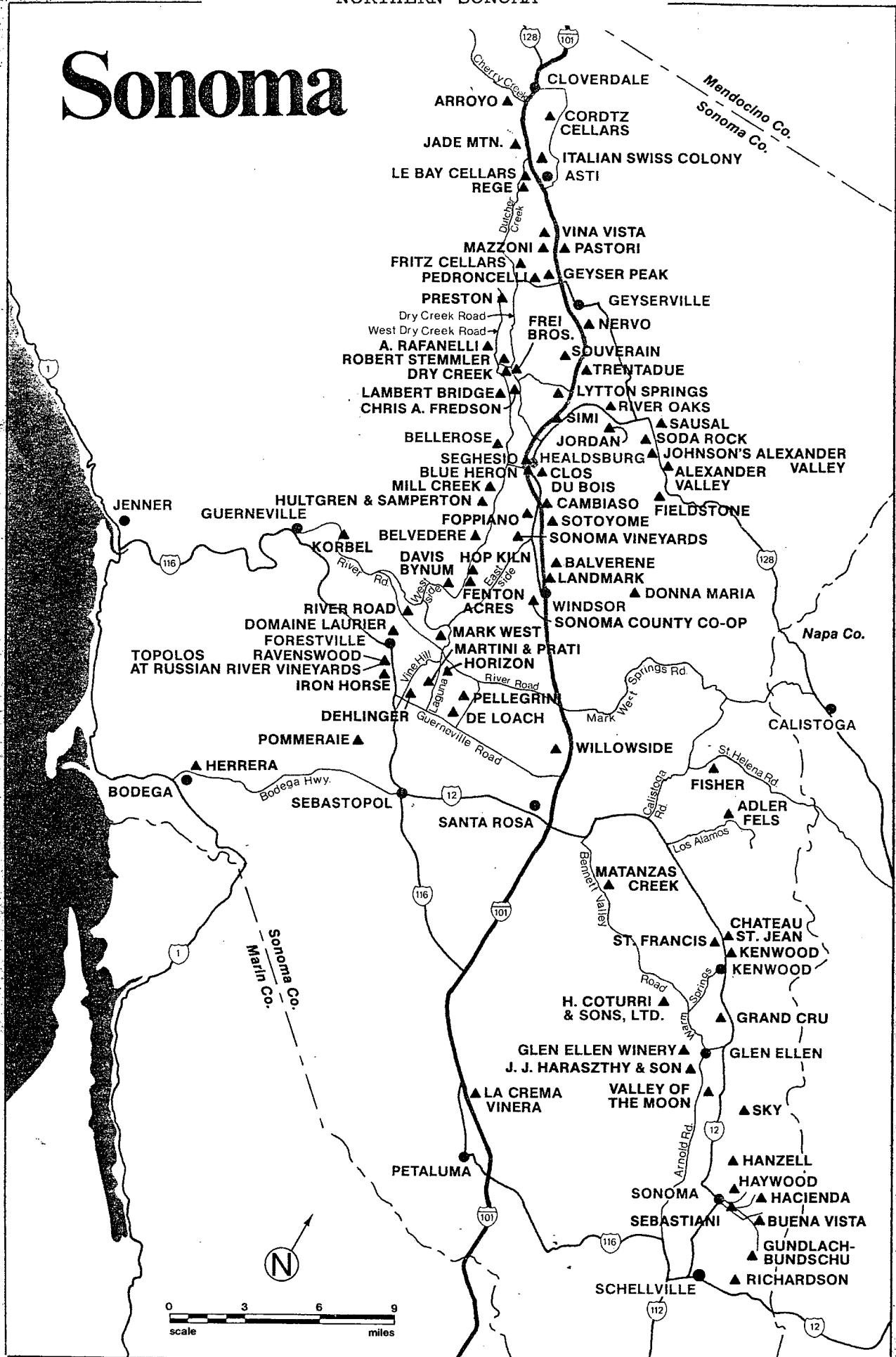


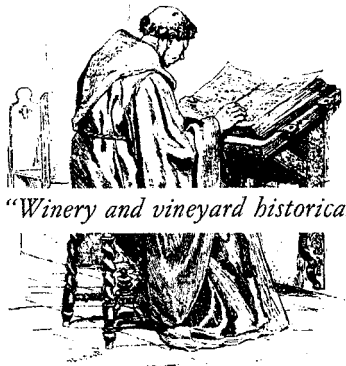
EXHIBIT 3

4.25a(e) (1) Petition

NORTHERN SONOMA

- PART I Early Sonoma County wine history and evolution of the phrase "Northern Sonoma".
- PART II Northern Sonoma Wines, Inc.
- PART III Northern Sonoma County in recent times.
- PART IV Historical boundaries of Northern Sonoma.

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



"Winery and vineyard historical research and business histories."

707 · 938 · 0827

"NORTHERN SONOMA"

Historical background on wine making and viticulture
in the region as well as its geographic boundaries.

By William F. Heintz

March, 1982

PART I

EARLY SONOMA COUNTY WINE HISTORY AND EVOLUTION OF THE PHRASE "NORTHERN SONOMA"

Just prior to the beginning of the decade of the 1880s, the wine making industry of Sonoma County, California, was largely located in the region known as the "Sonoma Valley." Many of the vineyards were near or actually bordered on the small village of Sonoma in the southern portion of the county.

Wine making, enough to constitute an "industry" in the county, dated back to the mid-1850s and had been given a significant boost when a Hungarian immigrant named Agoston Haraszthy settled at Sonoma in 1857. He found the climate and the grape so compatible that he talked dozens of other Europeans into joining him at Sonoma where they all took up the cultivation of the grape.

The outbreak of the American Civil War in 1861 slowed significantly the small wine boom at Sonoma. After the war and into the 1870s, it continued to grow but at a much slower pace. A part of the problem was a matter of current economics, such as the recession of 1873-74. A much more critical factor, however, could be traced to the market for California wines, or rather the lack thereof. There simply was too much wine available, especially wine imported directly from Europe. In San Francisco, many of the restaurants (then major wine users) were operated by French or German owners who much preferred their own country's wines to those of Sonoma.

It is not surprising, therefore, that Sonoma County's wine industry up to about 1880 was basically still centered around the town of Sonoma or spread out into the valley. In April 1880 the Sonoma Index-Tribune, a small weekly newspaper, counted thirty-seven wineries in the valley. There were, perhaps, another ten elsewhere in the entire county.

In that same year, Alley, Bowen & Company of San Francisco published a rather comprehensive History of Sonoma County, California. In the section on viticulture, the authors observed:

Sonoma Valley has the largest share of the wine producing industry of the county. In it, and on the surrounding hills, there are no less than three thousand acres planted with vines, all of them productive.
(page 458)

The three thousand acres of vines had an additional thousand or more added to it by time the book came out, due to the wine boom of the 1880s. The authors used statistics for the year 1879.

There were vineyards elsewhere in Sonoma County prior to 1880, of course. Some of these vineyards dated back to the Gold Rush, if not substantially earlier. Cyrus Alexander, for whom Alexander Valley is named, planted vines in the early 1840s. Senora Maria Cabrillo began a vineyard in what soon became the town of Santa Rosa, about the same time as Alexander. Barney Hoen was making ten thousand gallons of wine in Santa Rosa by 1860. A Frenchman named Chambaud founded Healdsburg's first winery in 1874 and two years earlier, fellow French immigrants, "Bloch and Colson" built the first winery in Dry Creek Valley.

The total number of vines, however, outside of Sonoma Valley just prior to 1880 was rather small. Wine production lagged even further behind. To the press and public at that time, Sonoma Valley was the center of Sonoma County's wine industry. That fact had been firmly established between 1857 and 1880!

This all began to change, and change rather dramatically, in the decade of the 1880s. A wine boom of unprecedented proportions swept over much of California. It was traceable directly to the belief that the French wine industry was about finished due to the vine disease called "phylloxera."

Charles Wetmore, Chief Executive Officer of the 1880 established "Board of State Viticultural Commissioners," told the Board in 1883 that one hundred thousand acres of new grapes had been planted in California in the first four years of the 1880s. (See his Second Annual Report, page 42.)

In April 1884 Isaac DeTurck, Commissioner for the Sonoma District, detailed precisely just what had been happening in Sonoma County since the year 1880:

In my report of last year, I estimated the total acreage of vines in Sonoma county at 11,594 acres, of which 7,248 acres were old, and 4,346 were new, having been mostly planted in 1880 and 1881. These vines are not yet bearing. In 1883 the increase of acreage in vineyards was enormous, as will be seen from the annexed tabulated statement.... (See the San Francisco Merchant, April 4, 1884, page 1.)

DeTurck added that he estimated the total grape acreage for the coming year of 1884 would give Sonoma County 18,017 acres!

In 1891 the Viticultural Commissioners of California published a Directory of all the grape growers and wine makers in the state. Sonoma County, which had perhaps 47-50 wine makers in 1880, now counted up 116. (The same growth patterns were true for nearby Napa County and dozens of other grape growing counties.)

There are many published references which document the spread of vineyards in Sonoma County in that decade. For example, the San Francisco Merchant, a wine and commerce journal, took note on March 13, 1885:

GEYSERVILLE AND CLOVERDALE. It is always interesting to watch the progress of man and to see him slowly work his way into every nook and crevice where he can utilize the soil, be it ever so small a patch, for any particular purpose. Although the lower portion of Sonoma Valley has been settled for years, it is only recently, comparatively speaking, that grape cultivation, for which Sonoma valley is so favorably known, has attracted any attention as far as the present terminus of the railroad.

The "present terminus" of the railroad then was Cloverdale.

Even as late as the year 1889, the Illustrated History of Sonoma County carried somewhat the same observation:

The upper valleys of the central portion of the county are being largely devoted to grape and fruit growing. The most marked development in this direction is noticeable from Santa Rosa northward to Cloverdale.

All of this activity meant that journalists thereafter, had to identify specific regions of Sonoma County when discussing the grape crop or fall crush. Previously, almost any story written on Sonoma County viticulture was presumed to deal with the town of Sonoma or Sonoma Valley. New wineries were springing up by the dozens from Santa Rosa northward and most of the new vineyards being planted were in the same geographic area. Sonoma Valley, though still famous for its wines, was now only a minor grower, holding less than a quarter of all the grapes in the county by 1890.

The need to differentiate between grape growing districts in Sonoma County can be traced back directly to about the year 1880. For example, a small weekly in Healdsburg, California, the Russian River Flag stated in its columns on November 28 of that year:

MAGNIFICENT GRAPE DISTRICT. DeTurck, the large wineman of Santa Rosa, declares that the Cloverdale grapes were far better than those raised around Santa Rosa. The winery men of Healdsburg pronounce the grapes of this vicinity of better quality--containing more saccharine matter--than any they have seen elsewhere. From Windsor to Cloverdale, a magnificent grape belt exists.

For most of the years from 1880 to 1886, grape growers were too busy planting vineyards, picking grapes and rushing them to wineries to worry about local identities and local pride. When the market finally became glutted, then it was time to push the concept of "local grapes are better." Another small weekly in Healdsburg, the Enterprise, took note of this in a story published June 3, 1887:

WINERIES. The grape growers of this part of Sonoma are liable to be losers in price again this year, owing to insufficiency of local wineries for handling the large production of grapes. For some years past the grape production within a radius of ten miles of Healdsburg has far outstripped the aggregate capacity of established and new wineries.

...One winemaker in Healdsburg says that Alexander Valley alone will this year produce from 2,000 to 3,000 tons of grapes. Our local wineries cannot handle much in excess of that quantity. Yet Alexander Valley comprises but a small area, comparatively speaking, of our grape-producing sections. From Healdsburg to Geyserville, and from Healdsburg up the Dry Creek Valley and foothills, down Russian River and between this place and Windsor there will be an enormous grape crop this year.

This story made it quite clear as to the dimensions of the geographic area under discussion. There is no reference here even to Santa Rosa. The grape growers affected lived along the Russian River, from the town of Windsor northward to Alexander Valley and Cloverdale. That took in most of the northern portion of Sonoma County except the coastline.

By the year 1888, this viticultural region was tagged frequently as "Northern Sonoma." In a news story in the Enterprise of August 12, 1887, the first paragraph opens:

Northern Sonoma will have a large surplus of grapes this season. If the local wineries worked to their fullest capacity it is doubtful if they could handle the immense crop ripening....

OUR SURPLUS GRAPES.

Northern Sonoma will have a large surplus of grapes this season. If the local wineries worked to their fullest capacity it is doubtful if they could handle the immense crop ripening. Unless something is done for disposing of this surplus, prices of grapes will necessarily go down.

On Wednesday last J. De Barth Shorb and Mr. Oaker, of the Must Condensing Company, met grape growers at Geyserville, by appointment. In company with W. B. Reynolds we drove up; the visitors and others inspected a site near the railroad track and also the water supply (most excellent) from springs on Mr. Bosworth's place. Messrs. Shorb and Oaker found many things to please. That afternoon they went to Cloverdale and examined points there for a location. Thursday morning they took the down train and were met at Littons by R. R. Givens and Wm Mulligan, of Alexander Valley. They breakfasted with Mr. Givens and then devoted the forenoon to an inspection of Alexander Valley, taking away with them fine impressions of that section. Coming on to Healdsburg, they were met by citizens here and shown the laundry property, on the River, and also the Granger Warehouse along-

It may be that the concept of "Northern Sonoma" as a distinct viticultural region originated with the Healdsburg weekly newspaper, the Enterprise. This newspaper was a very strong promoter of northern Sonoma as a home for new families coming to California. It issued special supplements designed for mailing to the eastern states. In 1889 the newspaper enlarged its masthead to include the slogan:

A Weekly Journal, Specially Devoted to the Interests of Central and Northern Sonoma, famous for Equability of Climate, Diversity and Excellence of Products. (See xerox copy of masthead following pages.)

(It is rather curious as to why the newspaper included the word "Central" in its masthead. The word is rarely used in news stories, such as the one cited on the previous page, "Northern Sonoma will have a large surplus of grapes this season." It could be that the newspaper owners hoped one day to serve a greater portion of Sonoma County.)

The Enterprise of October 3, 1891 also describes in specific detail the geographic region it considered as "Northern Sonoma." The story presented below, is called simply "Grape News." The third paragraph reads:

Nearly all the wineries and distilleries are running more or less, and there is no doubt, but that every ton of grapes raised in Northern Sonoma this year has been sold.

In the following five paragraphs, the newspaper lists the following areas under "Northern Sonoma": Cloverdale district, the Geyserville, Dry Creek and Alexander valleys, Healdsburg and Windsor, and ranches such as the Galloway Bros. along the Russian River. (Full text presented on page 11.)

HEALDSBURG



Russian River Flag, Established 1868; Healdsburg Ent

A Weekly Journal, Specially Devoted to the Interests of Central and Northern Sonoma

VOL. XIII.

HEALDSBURG, SONOMA COUNTY, CALIFORNIA

Healdsburg Enterprise.

PUBLISHED EVERY WEDNESDAY MORNING

ENTERPRISE PUBLISHING CO.,

PROPRIETORS

PUBLICATION OFFICE:

Southwest corner of the Plaza, Odd Fellows' Block, up stairs

Subscription, \$2.00 Per Year.

CASH IN ADVANCE

FIRST-CLASS ADVERTISING SPACE.

LARGEST CIRCULATION IN CENTRAL AND NORTHERN SONOMA.

FOR MUSIC

LEAD VALUES.

Win. Curtis, Old San Bernardino: I purchased my place here in 1867, and now have four acres orange trees, 14 acres apricots, 35 acres peaches, 2 acres nectarines, 7 acres Mission grapes, all bearing, and 6 acres of alfalfa. My orange trees commenced to bear when seven years old. Am now making \$1000 net annually from the 4 acres and hire all the work done. The apricots bore the third year from planting almost enough to pay expenses. I now receive \$1700 per year from my 14 acres. The cost of cultivation for the orchard is about \$300, leaving a profit of \$1400 a year. Nectarines are not so profitable. I cannot net more than \$25 per acre from them. After 6 years old, I think it safe to say that peaches will net \$75 per acre. The Mission vineyard is between 26 and 28 years old, shows no

FARM NOTES.

An application of kerosene oil will materially prevent rust on the ironwork of implements. Implements should be put away in a dry place, where dampness cannot reach them.

Seeds should be thoroughly cleaned before drying, and saving them. To properly remove tomato seeds, place the pulp in water and allow it to remain two days. Then wash well, rinse, dry them and put them in tight vials.

So far this has been one of the best seasons for tree-planting ever known in Merced county. Early rains have wetted the surface soil to the necessary depth. With an average midwinter rainfall, young trees will be well started before the rainy season closes.—Merced Express.

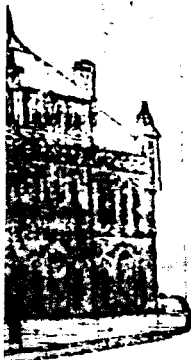
There are two things that are absent

EARLY PRUNING.

"I would like to say a word of warning to orchardists and vineyardists upon the subject of early pruning," says a writer in a California paper. "In our mild climate of California we are apt to begin pruning too soon, especially of early apricots, such as the Moorpark, Royal, etc. These should not be pruned before 15th of December. Forlett pears, early peaches and cherries are also subject to the same natural laws. Why is this a correct theory? It is based on personal experience, knowing that in nine cases out of ten, early pruning has a very great tendency to produce early blooming on fruit trees and vines, especially those of early varieties. For this reason, and by practical observation, I do not approve of pruning too early. Besides we have had of recent year, late



"On
I reco
EDOW



ENTERPRISE

Enterprise, Established 1876; Consolidated-1887.

Famous for Equability of Climate, Diversity and Excellence of Products.

WEDNESDAY, JANUARY 2, 1889.

NO. 32.

ADVERTISEMENTS.

CASTORIA

for Infants and Children.

It is so well adapted to children that
and it is superior to any prescription
name. H. A. ARCHER, M. D.,
11 So. Oxford St., Brooklyn, N. Y.

Castoria cures Colic, Constipation,
Sour Stomach, Diarrhoea, Eructation,
Kills Worms, gives sleep, and promotes di-
gestion.
Without injurious medication.

THE CENTAUR COMPANY 77 Murray Street, N. Y.

ADVERTISEMENTS.

**THE SANTA ROSA
PLANING MILL
—AND—
BUILDING COMPANY**

KEEPS FOR SALE A LARGE STOCK OF
PINE AND REDWOOD LUMBER

Both Surfaced and Rough, Rustic, Flooring and
Ceiling, Shingles, Shakes, Posts, Pickets,
Lath, Brick, and Bridge Timbers.

**Office and Yard, Corner Wilson
and Sixth Streets**

The S. R. P. M. and B. Co.

Keep for sale at their store rooms and Mill, cor-
ner Wilson and Sixth streets, doors, wash, blinds,
shelving, counters, bath-tubs, sinks, house
troughs, water pipes, etc.

PROFESSIONAL CARDS.

DR. J. J. BRAMAN.

OFFICE—OPPOSITE THE GRANGERS
Store, corner Powell and East streets
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O. C. HUEBNER.

Surgical and Mechanical Dentist.

OFFICE—WEST SIDE OF THE PLAZA, IN
Masonic building—Residence corner of
Fitch and North streets. Special attention
given to the filling of teeth.

SURVEYING AND CIVIL ENGINEERING

Apply at office of Dr. O. Huebner, dentist, or
at this office.

W. F. RUSSELL,

Attorney-at-Law.

OFFICE—COR. FOURTH AND MENDO
Cano streets, Santa Rosa, Ca.

JOHN A. HILLIS & CO.

Land Agents.

EXCHANGE AVENUE, SANTA ROSA
First stairway north of the Bank.

GRAPE NEWS.

All the vineyards in this vicinity are full of life just at this season of the year, and grape pickers are in demand. The crop is not as heavy as usual, and the quality not up to the average. The recent rains damaged the crop more or less, and in some cases, where the vines were heavily loaded, caused serious injury.

Prices of grapes are low. From \$8 to \$12 per ton are the prices paid, and it would be safe to place the average price at \$10 for the season.

Nearly all the wineries and distilleries are running more or less, and there is no doubt, but that every ton of grapes raised in Northern Sonoma this year has been sold.

In the Cloverdale district, there is not more than half a grape crop. At the first of the season, prospects in this section never looked better, but the hot weather burned the berries, and stopped their maturing, and then the heavy rains done the balance of the injury.

In the Cloverdale district the Cloverdale Wine Co., the Swiss-Italian Colony and F. C. Albertz, are buying most of the grapes. Mr. Albertz is probably using the most of them, in the manufacture of grape syrup.

In the Geyserville, Dry Creek and Alexander Valleys, the grape crop is also light, and in some cases, owing to the rains, of inferior quality. Walden's distillery, the Must Condenser, Feldmeyer & Stammer, Meyer's and Galloway Bros. are taking care of the grapes in these districts, and all the small cellars are also running.

In the Healdsburg and Windsor districts the Windsor Wine Co., Finlayson, Simi, and Galloway Bros. are handling the grapes. The Windsor winery is using at least 5,000 tons, and have done much in fixing prices for the season's crop. Paxton, Wise, and many others are handling their own crops, and hence in this way, all the grapes will find a market.

Galloway Bros. are running four drying yards. The main place of operations is at their home place in the Dry Creek valley, but they have yards at Phillip's, Litton's and McClish's. They will take care of 1,500 tons of grapes this season.

It is or would be nearly impossible to count the number of times "Northern Sonoma" appeared in print between the year 1880 and 1920 when Prohibition began. The newspaper stories presented here are typical examples of what can be found through careful reading of northern Sonoma newspapers, especially those in Healdsburg. Whether such stories represented accurately the feeling of local pride in "Northern Sonoma," cannot be determined. There are other methods of judging, however, local attitudes toward this phrase.

For example, one James Gater of Geyserville, California liked the name so well in 1890 that he appropriated it for his winery! The story documenting this appeared in the Enterprise of June 13, 1891:

At the Gater wine-cellar, everything is quiet. Mr. Gater is making a fine grade of wine, and has given to his cellar the name "North Sonoma Winery." He has not yet sold his last year's vintage, and therefore cannot tell just what quantity of wine he will manufacture the coming season. He has now on hand about 8,000 gallons of superior white wine, which he has placed in the hands of a San Francisco agent for sale. Mr. Gater has one of the best sellers in the county.

"North Sonoma Winery" might still be a brand available on store shelves had fire not gutted the structure only three years after its construction (it was completed in time for the crush of 1890).

By the time a new century had been born, the 1900s, most of California was being told that the largest dry wine vineyards in the state were at Asti, California. Asti, of course, was home to the Italian Swiss Colony winery, between Geyserville and Cloverdale. Probably no winery in California prior to Prohibition won

so many wine medals at national and international expositions as Italian Swiss Colony. It is inconceivable that northern Sonoma residents would not have been justifiably proud of their big neighbor.

By 1910 Sonoma County appeared ready to take over the honor of having the most wine grapevines in the state. A story to this effect was printed in the Pacific Wine & Spirit Review of San Francisco on July 31, 1910. (The full text is presented on page 14.) This honor would be due, if and when it came true, to Italian Swiss Colony and the other wineries and vineyardists located in "Northern Sonoma."

When Healdsburg began a drive to have a community hospital built in the town, the Enterprise of April 3, 1920 took note of the fact that this facility would serve a large geographic area:

There is a crying need for a new community hospital for Healdsburg and Northern Sonoma County....

Sonoma County ranked third in California for the total number of acres in grapes at this time. It had 24,000 acres of vines, outranked only by San Joaquin Valley counties of Fresno and San Joaquin. It ranked first, however, in the number of wineries within its boundaries--a grand total of 256! Napa was the next closest with 120, then Santa Clara County with 49. (See California Grape Grower, January 1933, page 9.) The county was producing an average, 12,500,000 gallons of wine. (Pacific Wine & Spirit Review, November 1915, page 23.)

Historical sources for the above statistics do not, unfortunately, break them down as to region in Sonoma County. Healdsburg,



Vineyard and Cellar



Sonoma To Be Banner Wine Country.

A RECENT dispatch from Santa Rosa states that Sonoma county has ranked second in the importance and acreage of its viticultural interests for many years past, and with each succeeding year is coming nearer to ousting Fresno from the first position in this regard. Annually greater acreages are set out to vines, and this expanding of the industry here will probably give Sonoma county the lead over its opponent for first honors this fall. All of the new stock planted is of the resistant variety, and the acreage planted to this stock is greater than in any other county of the state. At the present time three large wineries are under construction in Northern Sonoma county to handle the mammoth vintage expected this fall. One of these wineries is one on the Spruse Vaughn ranch, another on the Strode ranch and the third on the Stuart ranch. These places are all in the vicinity of Geyserville, which is the center of one of the best wine-producing sections of the state.

Most of the wines produced in Sonoma county are dry wines, but a considerable quantity of sweet wines are also manufactured annually. The largest dry wine vineyards in the state are those owned by the Italian Swiss Agricultural Colony, at Asti, which is only a few miles north of Geyserville.

W. A. Veith has begun work on a new winery, situated and a half north of the old Helm place north of Scandia Colony, Fresno county. The winery will be completed in for this season's work, and will have a crushing capacity of 6,000 tons of grapes this fall.

Importers of liquors should take warning that ignorance of the law will no longer be accepted by the treasury department as an excuse for noncompliance with the new act requiring that all importations of liquor must be stamped only with the destination and country of origin, but also the number of packages or bottles and full name of the importer. The law means a practical revision of all labels for foreign exporters.

Chino, not content with putting its saloons out of business is now about to close its winery. The excuse made is that the Mexican part of the population drink much wine, create disturbances and keep constable and justice of the peace busy.

by 1925 was ranked second in the state for the shipping of grapes. This is based on a story in the Enterprise of September 3, 1925 citing "government sources." Healdsburg and Cloverdale together, shipped 848 carloads of grapes in 1925, whereas Santa Rosa shipped only 263 and other points far less. Most wine grapes were shipped East or to large California cities by 1925, for the home wine making market.

It is in January 1920 that one of the best examples can be found to document the local pride of northern Sonoma County residents. Apparently some farmers, ranchers, grape growers, businessmen--whatever one's profession--were willing to secede and form a separate "Northern Sonoma" County!

Sonoma County is large, larger than many states in the union of the United States. It has 1,579 square miles of land or 1,010,560 acres. It has a very diverse geography, ranging from miles and miles of coastline to rather heavily timbered mountains. These mountains often enclose valleys with rich agricultural lands.

Given the diversity of Sonoma County, it is little wonder that residents in totally opposite portions of the county feel they have little in common. Movements to divide the county along boundaries which include inhabitants with common needs and goals, have occurred several times.

One of these secession movements took place in late 1919, early 1920. The Santa Rosa Press Democrat (a daily newspaper) carried this banner headline across the top of the front page on January 17, 1920:

"NEW COUNTY DIVISION PLAN"

"Petaluma Is to Attack Legality of Present Law"

Petaluma is again planning to divide the county. The scheme has been quietly working for some time, and at a meeting to be held there on Wednesday evening of next week, the plans of the promoters will be formally announced.... (See full text on page 18.)

This plan to divide Sonoma County originated in Petaluma but the Healdsburg Enterprise gleefully pounced on it, extrapolating the benefits that might be derived if northern Sonoma residents took the same action! This story was given page one treatment in the Enterprise of January 24, 1920:

A number of Healdsburgers are watching with interest the attempt of Petaluma to have a new county out of the southern end of Sonoma and the northern portion of Marin.... Should Petaluma be successful in her contention, there is every probability that a similar movement will be inaugurated in Northern Sonoma looking toward the formation of a new county in this portion of California with Healdsburg as the county seat.

...The boundaries of the new county in Northern Sonoma would be along a line drawn east and west through Windsor and would include a large and valuable territory. The tax money from which would carry the new county along in fine shape, whereas now it is scattered over a lot of poor territory in other sections.

This intriguing turn of events made newspaper headlines for several months in most Sonoma County newspapers before it finally fizzled out. Of special note is the fact that the proposed southern boundary of the new Northern Sonoma County, would be a line drawn at Windsor, east and west, from the ocean to the Napa County line.

The fact that serious discussions were held on this secession movement supports the concept of strong local pride in northern Sonoma County. (This idea was to be revived in April 1981, this time originating in northern Sonoma County at Cloverdale. See later pages of this report.)

THE PRESS DEMOCRAT

SANTA ROSA, CALIFORNIA, SATURDAY, JANUARY 17, 1920

WEATHER FORECAST
Sunny today in morning clear
northerly wind

VOL. XLVI

NEW COUNTY DIVISION

EIGHT PAGES

NO. 170

ALLAN

Petaluma is to ATTACK LEGALITY OF PRESENT LAW

Petaluma is again planning to divide the county. The scheme has been quietly working for some time, and at a meeting to be held there on Wednesday evening of next week the plan of its promoters will be formally announced.

The present plan differs from the last one in that "the public" is to be the watchword.

During the closing days of the last session of the state legislature, attention was directed to a mysterious bill introduced by a representative from Los Angeles county simplifying the method by which counties might be divided. Upon investigation, the real sponsors of the measure were found to be certain prominent residents of Petaluma who desire to see Petaluma made a county seat and a new county formed out of the southern part of Sonoma county and the northern part of Marin.

The strong light of publicity directed toward the measure resulted in its defeat, and it was generally believed that nothing more would be heard of county division, at least for some time to come.

But it now appears that following the defeat of the measure here referred to, advocates of the plan to divide the county soon got to work in an effort to see what else could be done.

They consulted an attorney, who is said to have advised them that, in his opinion, the present law governing the division of counties in this state is unconstitutional in that it carries no effecting clause.

The present plan, therefore, is to attack the constitutionality of the present law, and if the attack results successfully the new law will prevail.

The difference is that under the old law, only those desiring to form a new county have the right to vote on the proposition, while under the law as it now stands residents of the entire territory affected are allowed a vote.

In other words, if the present law is set aside only those living in the southern portion of Sonoma county and in the northern part of Marin, will have a right to vote on the question of dividing these counties and establishing a new one. And on the other hand, if the present law be upheld all the residents of Sonoma and Marin counties will have the right to vote on the proposition.

Present plans have not yet developed to a point where a name for the proposed new county has been agreed upon. It is understood, however, that "Petaluma county" is quite generally favored.

Advocates of the proposed new county will base their appeal upon the argument that better and more economical government can be had in a small county than in a large one. They will also contend

When the matter was under discussion before George W. McNair, at one of the meetings he said to have asked, "What are you going to do with the county?"

"We will take it McNair said

Santa Rosa Press Democrat Jan. 17, 1920
"New County Division Plan"
County to be Divided

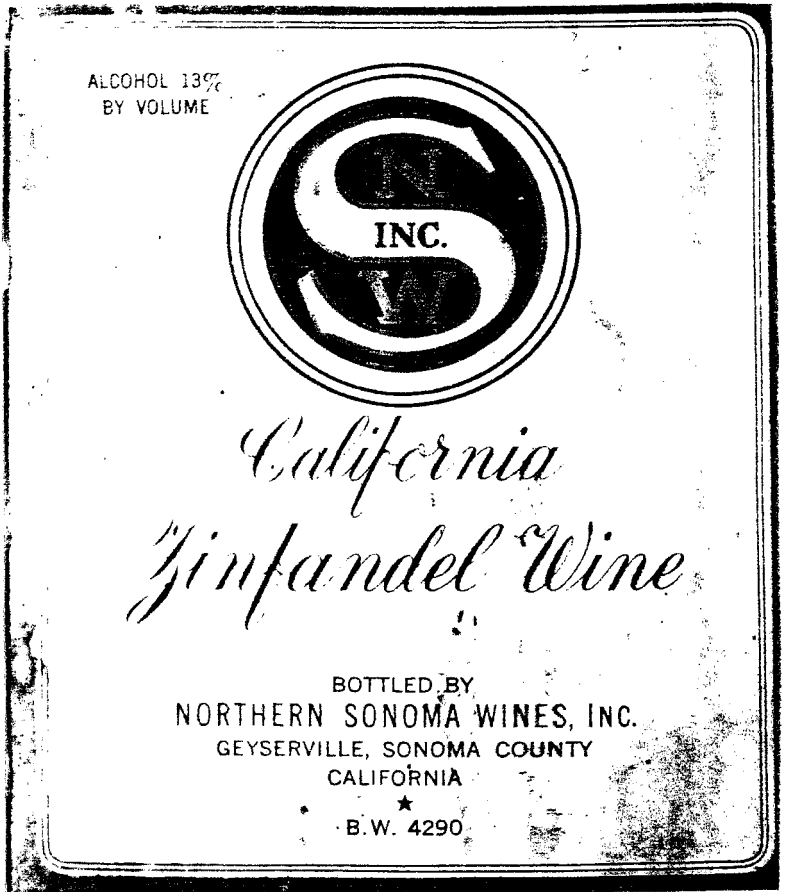
PART II

NORTHERN SONOMA WINES, INC.

"North/Northern Sonoma" has been used as a brand and name for a winery twice in the history of Sonoma County. It was first used in 1890 by James Gater who built his "North Sonoma Winery" at Geyserville. Fire gutted his stone and wooden structure only three years after it was built. The name was not revived for another forty years.

"Northern Sonoma Wines, Inc.," "Bonded Winery #4290" was founded at Geyserville, shortly after Prohibition ended (December 1933). The winery was created at first to serve the wine making needs of a collection of local vineyardists. Its use was expanded considerably in the early 1940s when three large local wineries joined to make the facility a "finishing winery" for their bulk wine operations. The three wineries were: Frei Bros. of Dry Creek Valley, Sink Winery of Cloverdale and the Fredson Winery, Geyserville.

There are a number of northern Sonoma residents still living who either worked for Northern Sonoma Wines, Inc. or were a part of the growers cooperative. George Stefani of Healdsburg (born in 1907) worked for the winery between 1933 and 1943, primarily as a wine salesman. The following extract is taken from a taped interview with him:



ALCOHOL 13%
BY VOLUME



*California
Zinfandel Wine*

BOTTLED BY
NORTHERN SONOMA WINES, INC.
GEYSERVILLE, SONOMA COUNTY
CALIFORNIA

★
B.W. 4290

ALCOHOL 13%
BY VOLUME

Zinfandel

WH: Where did you sell this wine?

GS: I sold some of it in Eureka and some in Vallejo.

WH: Were these saloons or what?

GS: No, wholesalers. I sold it in fifty gallon barrels and then they retailed it out of the barrel in gallon jugs. They used to fill the jugs at the barrel.

WH: Yes [I remember that], at the barrel store or saloon.

GS: We used to sell it to them in fifty gallon barrels except in Vallejo, we brought them a lot of bottled wine. That's when we were bottling.

WH: Why did somebody in Vallejo want a bottled wine?

GS: Well, he didn't want the job of bottling it so he wanted it in bottles.

WH: How many cases a year, or a month, did he take?

GS: He took around, I'd say, a thousand gallons a month.

WH: That's a pretty good sized [operation]. Was this a retail outlet?

GS: Yes.

WH: Did those bottles have on them the same label that I've just shown you?

GS: That's right.

WH: The label has the initials "NSW"--"California Zinfandel Wine, Bottled by Northern Sonoma Wines, Inc." Have you any idea why they adopted the name Northern Sonoma Wines?

GS: I don't have any idea other than they wanted a name and somebody thought of it. It was a different company from the Geyserville Growers.

WH: Let's go back a little bit farther in this questioning. When you took the wine to Eureka, you brought them fifty gallon barrels.

GS: Yes.

WH: Was it in any way identified as coming from Northern Sonoma Wines?

GS: Yes, there was a label on the barrel. We had to put on a label with Northern Sonoma Wines and what it was.

WH: So anyone who sampled it and then bought a half gallon knew he was buying from Northern Sonoma?

GS: Yes.

WH: And the bottles had the label. Tell me, who else bought it? You said there was one place in Eureka and Vallejo.

GS: And in San Francisco.

WH: Do you remember who was your retailer there?

GS: I think it was the Pellegrini Brothers in San Francisco.

Stefani admits to having some difficulty recalling his wine customers of forty to forty-five years ago. For many years after his employment at Northern Sonoma Wines, he sold fresh grapes in San Francisco, to individuals wishing to make their own wine. He did recall one other customer for NSW, a man in Stockton, whom he always called "Abdallah." No other name.

Robert Meyer of Healdsburg spent a good deal of time as a youth at the Northern Sonoma Wines winery, because his father was the manager. After service in World War II, he went to work

for the winery and remained with it until it was sold in 1953 to Allied Grape Growers. A taped interview with him provides background on the total production at the winery:

RM: When I came into the picture in 1945, they were selling about half of their production, approximately a million gallons . . . in Chicago, New York and Boston and the eastern part of the United States, as a finished product that was ready to bottle. So really they were supplying bulk wines for private labels.

WH: You said about half was going East. Who took the others?

RM: Gallo, Italian Swiss and certainly one of our best customers was the Pellegrini Brothers in San Francisco. That became a very long-standing and personal relationship with my father and I inherited all that goodwill, of course.

WH: . . . I'm a little confused. How much of the wine that you made in those years did you bottle?

RM: Oh, less than 5 percent. It was just too competitive.

According to Meyer, Northern Sonoma Wines produced an average of one million gallons annually. Shortly after he joined the firm, an additional 500,000 gallons of cooperage was added.

Both Meyer and Stefani agree that only a small amount of this wine was bottled and labelled "Northern Sonoma Wines." But thousands, millions of gallons were retailed from barrel houses, stores or saloons in Northern California, and each fifty gallon barrel was required by law to have a label on it with the winery's name and type of wine inside. By the time Northern Sonoma Wines was phased out of existence in 1953, it had built a significant reputation in the wine industry, as well as with thousands of retail customers.

PART III

NORTHERN SONOMA COUNTY IN RECENT TIMES

Since 1950, a series of pamphlets or booklets have been issued as advertisements for Sonoma County, detailing what to do and see and where to rest overnight. Some of these publications have been issued by local Chambers of Commerce, others have been paid for by the county Board of Supervisors. Many of these publications single out "Northern" or "North" Sonoma County as a special place to visit and stay.

"Historic Sonoma County" was published in 1950 by the Board of Supervisors. It is subtitled "In California's Redwood Empire Wonderland." The copy inside begins:

For Vacationing. Vacationers, who come for a day and remain a month, are not unusual in Sonoma County. And each finds the kind of vacationing he wants. The Northern part of the county abounds in fish and game. The Russian River provides water sports....

The Board of Supervisors also publishes "Sonoma County. Stay-A-Day." A 1975 copy of the brochure divides Sonoma County into three geographic regions: "Sonoma Valley," "Northern Sonoma County," and "Southern Sonoma County." As far as can be determined from the text and photographs, "Northern Sonoma County" includes the region from the Russian River playground region (Guerneville) to and including Cloverdale. (See xerox copy attached.)

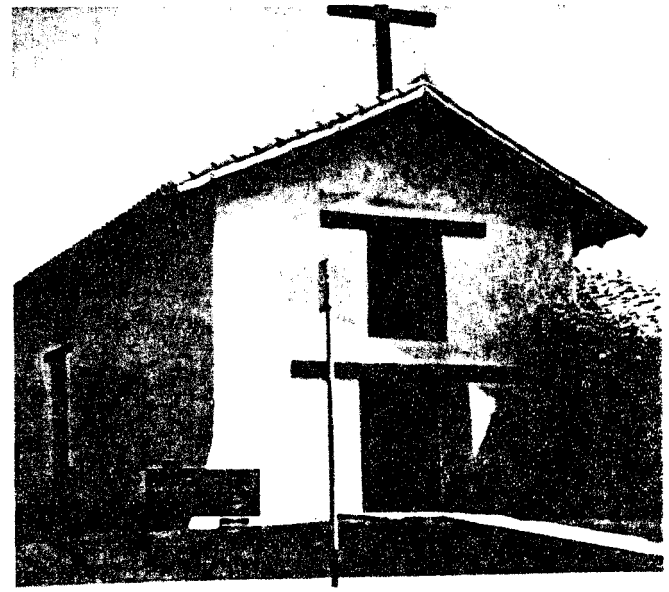
SONOMA
COUNTY

STAY - A - DAY

NEW!



Alexander Valley in Sonoma County, East of Healdsburg



Northernmost California Mission — City of Sonoma — Across street from California's Bear Flag Monument.

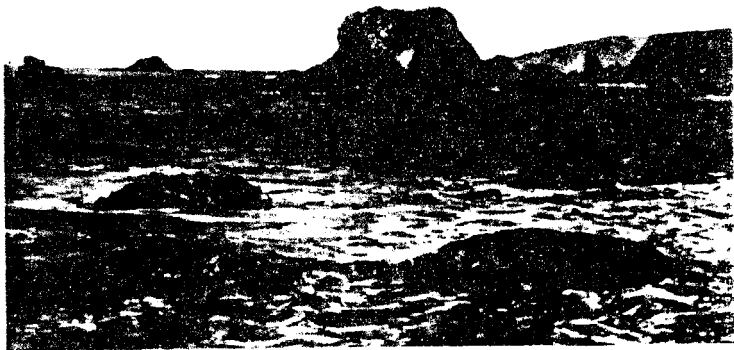
This copy is a gift to you from the Management, in appreciation of your visit with us — and in the hope that within its pages you will find some attractive nearby spots to visit — in historic, fascinating Sonoma County. It is designed to show you places well worth taking an extra day or so to visit. The map and a time chart inside will enable you to quickly determine distance and travel time from where you are now. To be sure not to miss anything — please read it all!

(This space for name of distributor.)

... Inn
...
... 94916



Original Russian Church and Fortress — Fort Ross — Dates back to 1825 — Destroyed by fire, 1970 — Now restored.



Picturesque Sonoma Coast, much as it was when Sir Francis Drake came in 1579.

Cover Photos Courtesy Clover Brand Dairy

SONOMA VALLEY

(see map on pages 8-9 for location)

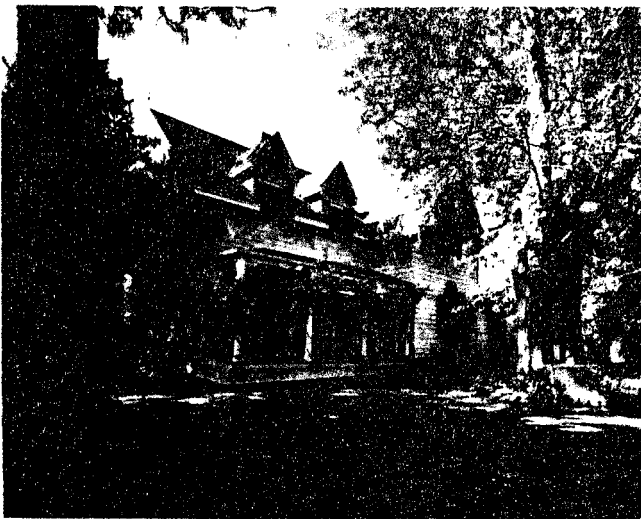
AGUA CALIENTE — FETTERS SPRINGS —
BOYES SPRINGS — SONOMA —
GLEN ELLEN

One of the great treats in store for Sonoma County guests is a visit in the world-famous Sonoma Valley. Delightful towns, including history-steeped Sonoma, Boyes Springs, Feters Springs, Agua Caliente and Glen Ellen, make up this favored recreational region of Sonoma County. Jack London's fabulous Valley of the Moon is visible from his old home in Jack London State Park (open to the public). Magnificent old wineries (including the first one built in California), the original Sonoma Mission, restored Spanish and Mexican adobes, General Vallejo's home (complete with original furnishings), the historic plaza where the Bear Flag Republic was formed and the California flag was first raised . . . all these and more for the sightseer. Championship golf course, beautiful resorts, riding trails, picturesque festivals, unique restaurants — all these and more for the vacationer and convention visitor.

Convention and group meeting facilities are available in this area. Inquiries as to details and services available should be made directly to the local Chambers of Commerce.

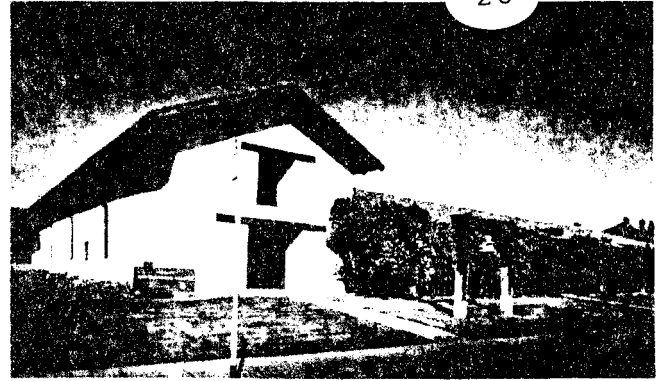
For helpful assistance and information:

Sonoma Valley Chamber of Commerce
461 First Street West — 996-1033
Sonoma, California 95476



Courtesy Santa Rosa Chamber of Commerce

VALLEJO HOME — This charming chalet-style home was erected by General Mariano G. Vallejo at Sonoma in 1851. Visitors may tour both the home and the storage house, which are state museums.



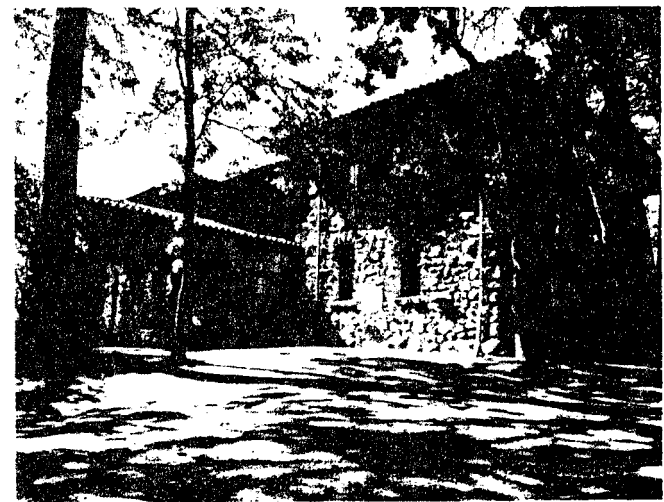
Courtesy Chamber of Commerce

SAN FRANCISCO SOLANO MISSION—The last and northernmost in the great chain of California missions was founded in 1823 at Sonoma. This State Historical landmark has been restored and is open to the public as a museum.



Courtesy Sebastiani Winery

ANCIENT WINE PRESSES may be seen at Sonoma wineries.



Courtesy Santa Rosa Chamber of Commerce

JACK LONDON STATE PARK — Located near Glen Ellen, the ruins of the novelist's "Wolf House" and his widow's home, "The House of Happy Walls," containing London mementos, are open to the public.

NORTHERN SONOMA COUNTY

(see map on pages 8-9 for location)

STAY-A-DAY for sightseeing and recreation offered in the Northern Valleys of Sonoma County. This area is generously blessed with natural scenic beauty and ideal summer weather.

HEALDSBURG — On one of the fine recreation stretches of the Russian River, Healdsburg is a popular vacation area. Memorial Beach provides free swimming and the Boat Club maintains a ramp for small boat launching. Water skiing, motor boating and canoeing, plus newly acquired picnic facilities, provide summertime fun for hundreds of visitors. The beauty of the countryside is at its height in March, when prune trees are in blossom. Canoe trips may be arranged which take the traveler down the winding Russian River to Guerneville (see the local Chamber of Commerce for detailed information).

GEYSERVILLE — In the heart of the vineyard and orchard country, just across the Russian River from fertile Alexander Valley, Geyserville is the gateway to some of the County's best fishing and hunting country, and takes its name from the steam geysers which belch from the earth in rugged mountain country of prehistoric appearance lying a few miles to the east. The steam is now used to drive the world's only privately-owned, geyser-powered electricity plants.

CLOVERDALE — You'll enjoy the charm of Sonoma County's northernmost town. Its attractions include the annual Citrus Fair in February and, close at hand, one of the largest wineries in the country at Asti, the home of "That Little Old Winemaker . . . Me" of TV fame. Here, you will enjoy the wine-tasting hospitality which attracts thousands of visitors annually. Nearby are two unique churches modeled after wine vats.

For additional information and assistance contact:

Healdsburg Chamber of Commerce
217 Healdsburg Avenue — 433-2756
Healdsburg, California 95448

Cloverdale Chamber of Commerce
Sonoma & Mendocino Counties
Information Center — 894-2862
Cloverdale, California 95425



Courtesy Healdsburg Chamber of Commerce

HEALDSBURG MEMORIAL BEACH — Summertime mecca for visitors who enjoy swimming, canoeing and water skiing. Facilities include bath houses, picnic-barbecue park and a refreshment stand.



Courtesy Healdsburg Chamber of Commerce

A WIDE VARIETY of water-recreational activities have earned the Healdsburg-Russian River area a reputation as one of the favorite playgrounds for Sonoma County's visitors.



Courtesy Clover Brand Products

KNOWN AS the "Church built in the shape of a wine cask," El Carmelo Catholic Chapel was built near Cloverdale in 1907. Today — as in the past — El Carmelo is a missionary chapel. Its unique design and its beautiful vineyard setting attracts scores of visitors annually.

SOUTHERN SONOMA COUNTY

(see map on pages 8-9 for location)

28

Those visiting southern communities and points of interest in Sonoma County will enjoy easy drives in a beautiful agricultural setting of fertile plains and rolling dairylands . . . an area which is experiencing solid, steady growth of new industry.

PETALUMA — Noted for egg and poultry production. Here, some of California's finest chickens, ducks and turkeys are processed and packaged for market. Petaluma is also a major dairy industry center . . . home of America's largest creamery under one roof. This community is an inland port at the head of a navigable waterway connecting Southern Sonoma County with San Francisco Bay. Some of Petaluma's industries invite visitors, others do not, but the local Chamber of Commerce will know those where you will be welcome. The famous electronic executives desks and custom office furniture are designed and built here for international markets.

For the pleasure seeker, golfing, fishing and boating are close at hand, and a fine highway over the coastal hills leads to Pacific Ocean beaches. An annual Petaluma attraction is the colorful four-day Sonoma-Marin Fair, which is held in June.

Four miles east of Petaluma, visitors can tour Vallejo's Petaluma Adobe. Built by the General in the early 1830's as headquarters of his far-reaching empire, the adobe and large ranch-house, a State historical landmark, has recently been restored and is open to the public from 10:00 a.m. to 5:00 p.m. daily.

COTATI AND ROHNERT PARK — North of Petaluma, toward Santa Rosa, are the communities of Cotati and Rohnert Park. North of Rohnert Park is an 18-hole, 6,300-yard public golf course. The course boasts pro shop and refreshment facilities, a driving range and a practice putting green.

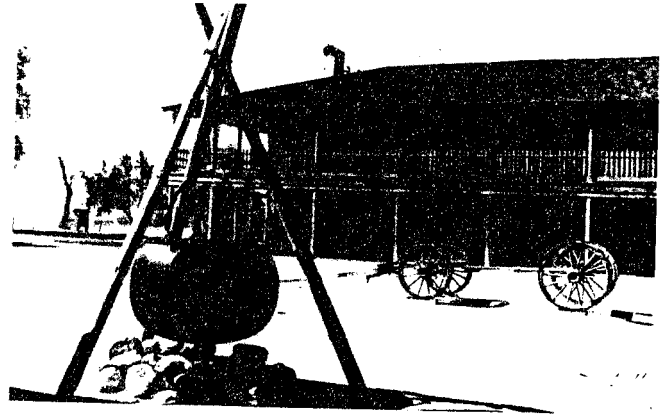
East of these communities is Sonoma State College established in 1960, sometimes called Cal State College, Sonoma, a multi-million dollar campus.

Convention and group meeting facilities are available in this area. Inquiries as to details and services available should be made directly to the local Chambers of Commerce.

Petaluma Area Chamber of Commerce
10 Petaluma Blvd. North — 762-2785
Petaluma, California 94952

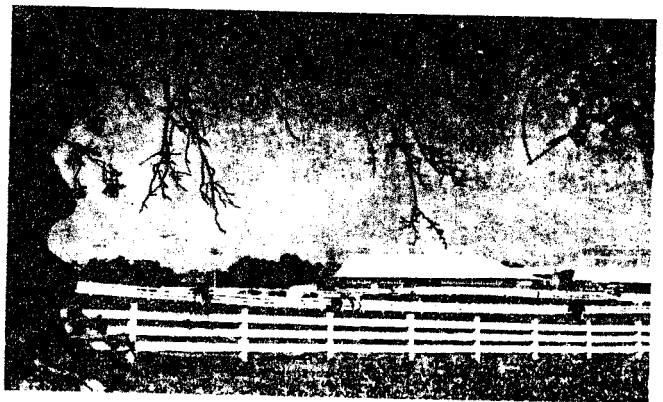
Cotati Chamber of Commerce
170 East Cotati Ave. — 795-5508
Cotati, California 94928

Rohnert Park Chamber of Commerce
7300 Commerce Blvd. — 795-7429
Rohnert Park, California 94928



Courtesy Chamber of Commerce

VALLEJO'S PETALUMA ADOBE, ranch and barracks of the former Commandante of Alta California, four miles east of Petaluma, presents a commanding view of the valley, as well as relics of the past.



Courtesy Greater Petaluma Area Chamber of Commerce

THIS BEAUTIFUL dairy ranch setting is typical of the rolling and fertile valleys of Southern Sonoma County. The region's Grade A dairies serve the Bay Area.



Courtesy Greater Petaluma Area Chamber of Commerce

POULTRY RAISING, egg production and processing is big business in Petaluma, the growing industrial center of Southern Sonoma County.

Since 1978, "Sonoma County Directory Services" has issued a "Sonoma County Directory" for each region of the county. The "North County" Directory provides "a chance for all businesses, large or small, to reach all of the northern Sonoma County in an informative and tasteful media." (See xerox copy attached of cover and first page-pages 30,31 of this report.)

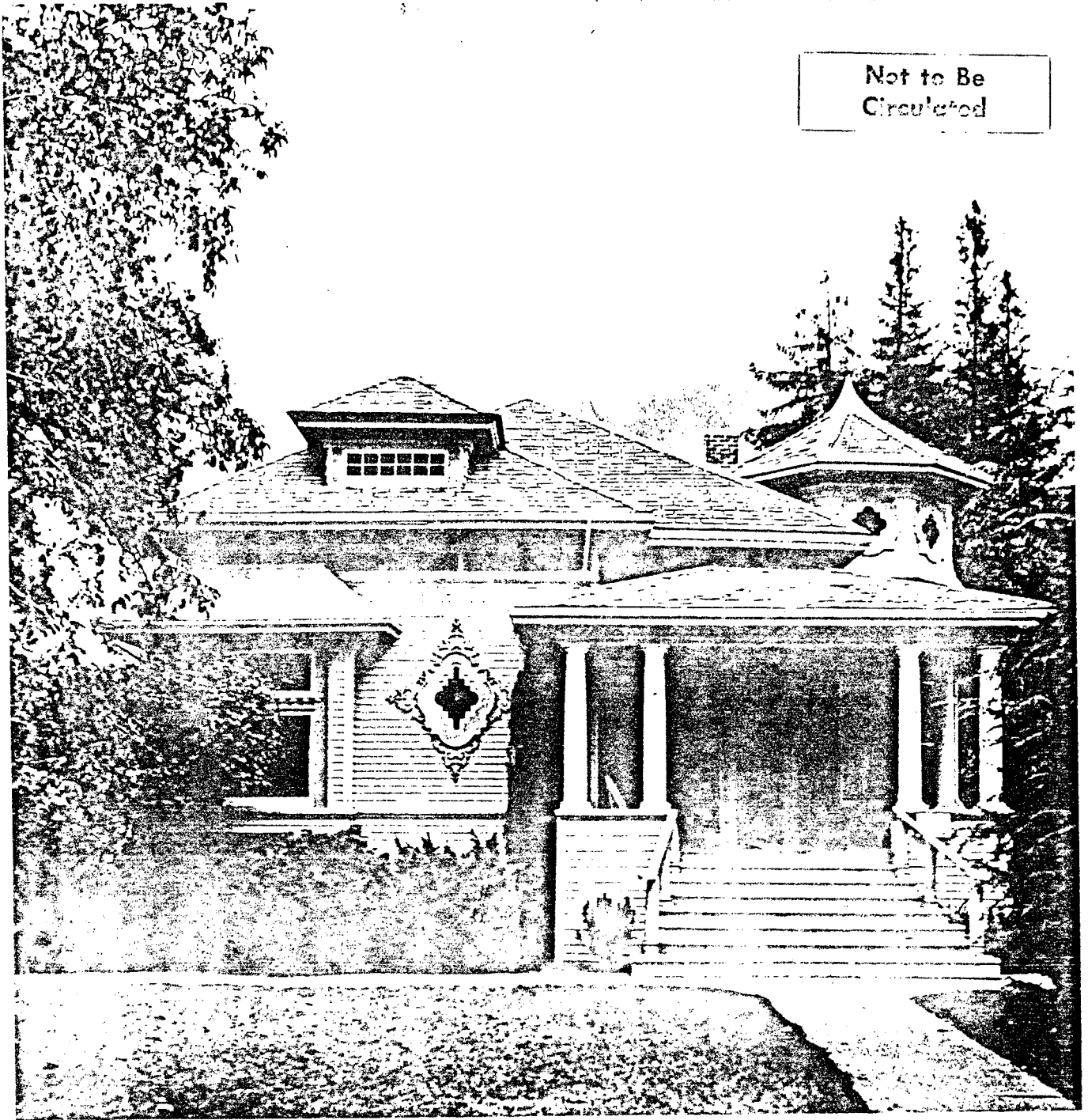
The "Sonoma County Stay-A-Day" booklet has been upgraded frequently and reissued. The most recent edition, 1981, includes ten pages, plus covers. The editorial content is broken down into five geographic regions: "Russian River Region" (which rather curiously includes Sebastopol, not even near the Russian River), "The Sonoma County Coast," "Sonoma Valley," "Northern Sonoma County" and "Southern Sonoma County." The town of Santa Rosa has a separate page but Windsor is left out entirely. A cutline under one photograph of Santa Rosa, reads in part:

Santa Rosa is the trading capital and medical center serving an area population of over 300,000. Endowed with excellent climate, great beauty and fine recreational facilities, this central Sonoma County city....

Santa Rosa city is, obviously, not included in northern Sonoma County but in its own geographic region. (See full copy attached of 1981 Stay-A-Day booklet.)

NORTH COUNTY ³⁰

Not to Be
Circulated



1070

NEIGHBOR 1
221 MATHESON
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Sonoma County Directory

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DIRECTORY LISTING INFORMATION

The North County Directory provides a chance for all businesses, large or small, to reach all of the northern Sonoma County in an informative and tasteful media.

This business and professional directory is DIRECT MAILED to 9,000 business and residential addresses.

If you wish to participate in this directory please fill out the information requested below and mail to:

SONOMA COUNTY DIRECTORY SERVICES
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Our representative will contact you if necessary.

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Firm's Name	Person to Contact

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City	Tel. No.

In the event of a change of address or phone, please fill out the form below.

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	Name	Tel. No.

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	City	

In 1981 the Italian Swiss Colony winery at Asti celebrated the centennial of its founding. Perhaps the best known winery in America (because of its long running advertising featuring the "little ol' winemaker me"), the winery issued a flyer or leaflet which takes note of the fact that it is located in "northern Sonoma County." The text begins:

Italian Swiss Colony. It began a century ago as the dream of Italian businessman Andrea Sbarboro. It stands today as one of California's most respected wineries.... Sbarboro wanted to find such a place in America. His search ended in the gentle hills and valleys of California's northern Sonoma County, 80 miles north of San Francisco.

The text concludes on the back page:

We hope that soon you will share with us a glass of fine Colony wine, the serenity and beauty of northern Sonoma County's lush wine country.

Italian Swiss Colony has the highest number of visitors per year of any winery in California, 200,000, so such a leaflet would be widely read. (See attached copy of the leaflet.)

In the spring of 1980, Diane Doble of Cloverdale set in motion a brand new movement to divide Sonoma County in half. The area which she and friends wished to separate from the county included the entire 4th Supervisorial District, except for that small finger of land which extends into the city of Santa Rosa. (The districts are divided by population, so several take a section of the city of Santa Rosa.)

Mrs. Doble began this secession drive because of the taxes she and neighbors pay to the county. She feels that northern Sonoma County pays into the county's tax coffers, far more money than comes back in the form of good roads, better schools, etc.

The best way to appreciate Colony wines is to come to the source. More than 20,000 people visit Asti, California each year to admire our beautiful, gently rolling vineyards and tour our winery. You'll see modern grape-crushing facilities, the fermentation and "redwood forest" of aging tanks, and the blending room where age-



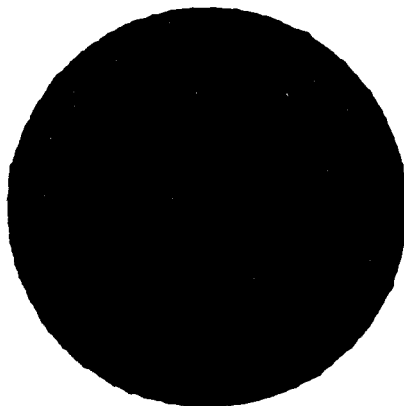
old skills are combined with sophisticated technology to create the finished wine. At the end of the tour, you are invited to visit our tasting room, where you may sample an assortment of Colony wines. Tastings are conducted by friendly, knowledgeable hosts who will happily answer your questions about wines and winemaking.

COLONY

by a sensory presentation of various featured wines for an enlightening tasting. For information, call the Hospitality Supervisor at (707) 433-2333 or 894-2541. Our Centennial year, 1981, marked the end of our first century of winemaking. We hope that soon you will share with us a glass of fine Colony wine, the serenity and beauty of northern Sonoma County's lush wine country.



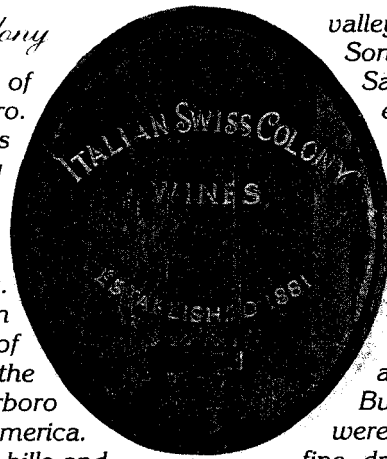
After you've toured and tasted, you can browse through Colony's retail sales and gift shop where a complete line of picnic items is available. Enjoy a picnic at our beautiful tree-shaded picnic area, or on the banks of the nearby Russian River. Organized groups can reserve the Colony's picnic area or indoor dining facilities for a special occasion. Catered luncheons or dinners may be accommodated for parties up to 100 people. A private tour of the winery will be followed



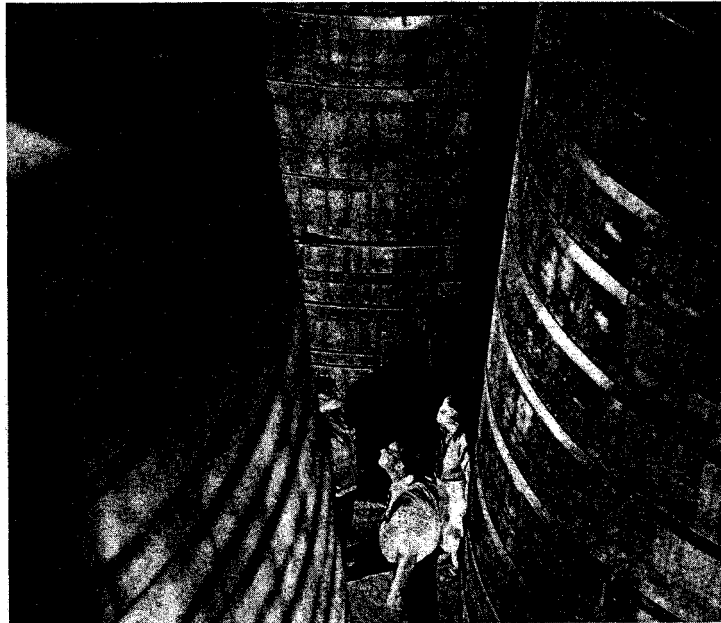
Italian Swiss Colony

It began a century ago as the dream of Italian businessman Andrea Sbarboro. It stands today as one of California's most respected wineries, producing award-winning wines at affordable prices.

Sbarboro came to America from the rolling wine country of northern Italy. His native land, where the warm Italian sun is tempered by the cool climate of nearby Switzerland, is ideal for the production of fine wines. Sbarboro wanted to find such a land in America. His search ended in the gentle hills and



valleys of California's northern Sonoma County, 80 miles north of San Francisco. Here, with a group of early settlers from Italy and Switzerland, he established in 1881 what came to be known as the Italian Swiss Colony. He called the viticultural colony "Asti," after an important wine region of Italy. Even a century ago, winemaking was not new to California. The early Spanish padres had planted vineyards at their missions in the late 1700's. But they used native grapes, which were not suitable for the production of fine, dry table wines.

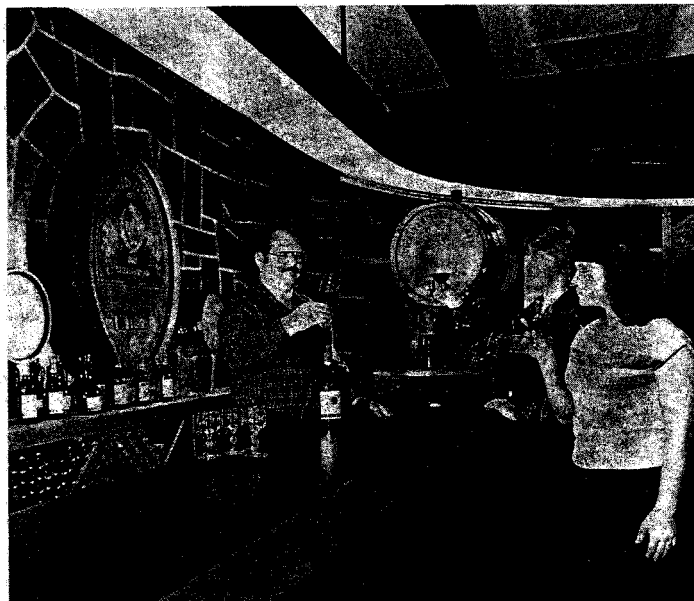


Sbarboro planted the classic varietal vines of Europe in his Sonoma County vineyards where climate influences were ideal. Then, in 1888, Pietro Rossi became president and for 25 years led Colony to inter-

national acclaim and awards, including the prestigious Grand Prix at Turin. Such worldwide acclaim continues to this day, reflecting a century of expertise and care in the fine art of winemaking.

Classic Vines and Wines

Italian Swiss Colony blends skills that literally have been handed down through generations with modern techniques to produce wines of a fresh, clean style that are appropriate for the most elegant tables. Tailored to the taste of Americans today, Colony wines are offered in a full range, from the dry varietals, created



principally from one type of grape, to the generics which are blends of several varietals and vintages to maintain consistency from year to year. Whether varietal or generic, Colony wines continue to win acclaim. We're proud of our century-old reputation for producing consistently good, affordable wines for all occasions.

Wines for any Occasion

The boundaries of Doble's proposed new county, conform rather closely to the "Northern Sonoma" appellation under consideration. It does leave out some of the Russian River as well as the grape growing district in the area of Sebastopol.

The proposed name for the new county is "Pomo County," after the tribe of Indians which once lived in this area. That name, however, is just a preliminary one and it may be that local sentiment would lean more favorably toward "Northern Sonoma County." (See copy following page of news story from the Santa Rosa Press Democrat.)

'Civil War' in Sonoma County?

By TOM SWEENEY
Correspondent

CLOVERDALE — "People think I'm committing civil war," said Cloverdale resident Diane Doble in talking about her proposal to create a new county.

"It sure is the same story," said Mrs. Doble of her newly started battle to secede the current Fourth Supervisorial District area, minus a slice of its southern end, from Sonoma County.

Mrs. Doble said it is not far-fetched to compare her proposal to the Civil War because she believes resources and money were the main reasons for that epoch — not slavery.

While researching her comparison, Mrs. Doble telephoned a Santa Rosa Junior College history professor who taught her 20 years ago.

In discussing the Civil War, the professor told Mrs. Doble: "It's like this person who's trying to split the county."

"He was astounded when I told him I am that person," she laughed.

Mrs. Doble will explain her proposal to the public during a meeting tonight at 7 p.m. in the supervisors' chambers in Santa Rosa.

"One of the basic reasons for the hearing is to determine the boundaries," said Sonoma County Clerk Eeve Lewis who will act as an "impartial moderator" tonight.

After the boundaries of proposed "Pomo County" are determined, Mrs. Doble will be required to solicit signatures from 25 per cent of the registered voters in the new county area who participated in the last gubernatorial election.

Lewis said that figure will be roughly 7,600 and that state law allows six months for collection of the signatures.

If the needed signatures are received and certified by the county, the petition will then be sent to the governor's office which must then appoint a commission to study the matter.

Two residents of Sonoma County, two residents of the proposed Pomo County area and one person from outside the Sonoma County area would be appointed to the committee by the governor. The committee would then investigate matters such as ways for the two counties to share the current debts and revenues of Sonoma County.

After the committee's findings are released to the public, a county-wide election would then be scheduled on the issue at the time of the next primary election. County Clerk Lewis said in order for the new county measure to pass there must be a yes of at least 50 percent plus one.

Such a procedure is not new to California, according to Lewis. A similar proposal was made in Fresno County recently but reached only the public hearing stage before it died.

In Los Angeles County, a move for a new county has been on the ballot several times but was "dismally unsuccessful," according to Lewis.

Mrs. Doble says she is most excited about the possibility of a governor's commission studying the matter. "The thing that's realistic about this is the governor's commission. That's what I'm striving for . . . If nothing else comes of this at

(Continued on Back Page)

least we'll find out where the county is (fiscally)."

She is certain the study "will show the assets of this part of the county will be much higher than anyone has given it credit for . . . at lot of big money is coming from this area."

Mrs. Doble points to The Geysers geothermal development and countless north wineries as examples of the tax producing industries of the area. "It's a gold mine."

Since being elected recently to the Cloverdale School Board, Mrs. Doble said she has learned Cloverdale has one of the state's highest assessed valuations per student.

"That made me think there's got to be a lot of money coming from here," she said. The Cloverdale School District includes The Geysers, Italian-Swiss Colony Winery, MGM Brakes and many lumber mills.

But she said Cloverdale does not receive an equal share of county services such as road repair or sheriff's department protection.

One of her main concerns is the condition of Geysers Road. "All that money is going out of there and they won't fix that road . . . there's someone going off that road once a week."

The post-Proposition 13 elimination of Cloverdale's toll free telephone line to the county administration center is also irksome to Mrs. Doble.

"As soon as they make cuts they make them in small towns like Cloverdale or Healdsburg. When you live in a small town you don't expect the same services as a large city but when you're overlooked consistently that's when it really gets to you," she said.

"If we can have our own county, we can have a strip on it. With votes of 4-1 (on the board of supervisors) we have to take what they want us to have."

Formation of the new county will lead to decentralization of Santa Rosa-based county services "and the quality of life there will be improved," said Mrs. Doble, a 38-year-old native Santa Rosan.

If things continue as they are now, Mrs. Doble said, she fears Sonoma County will become a bedroom community with an even stronger focus on Santa Rosa for jobs and services.

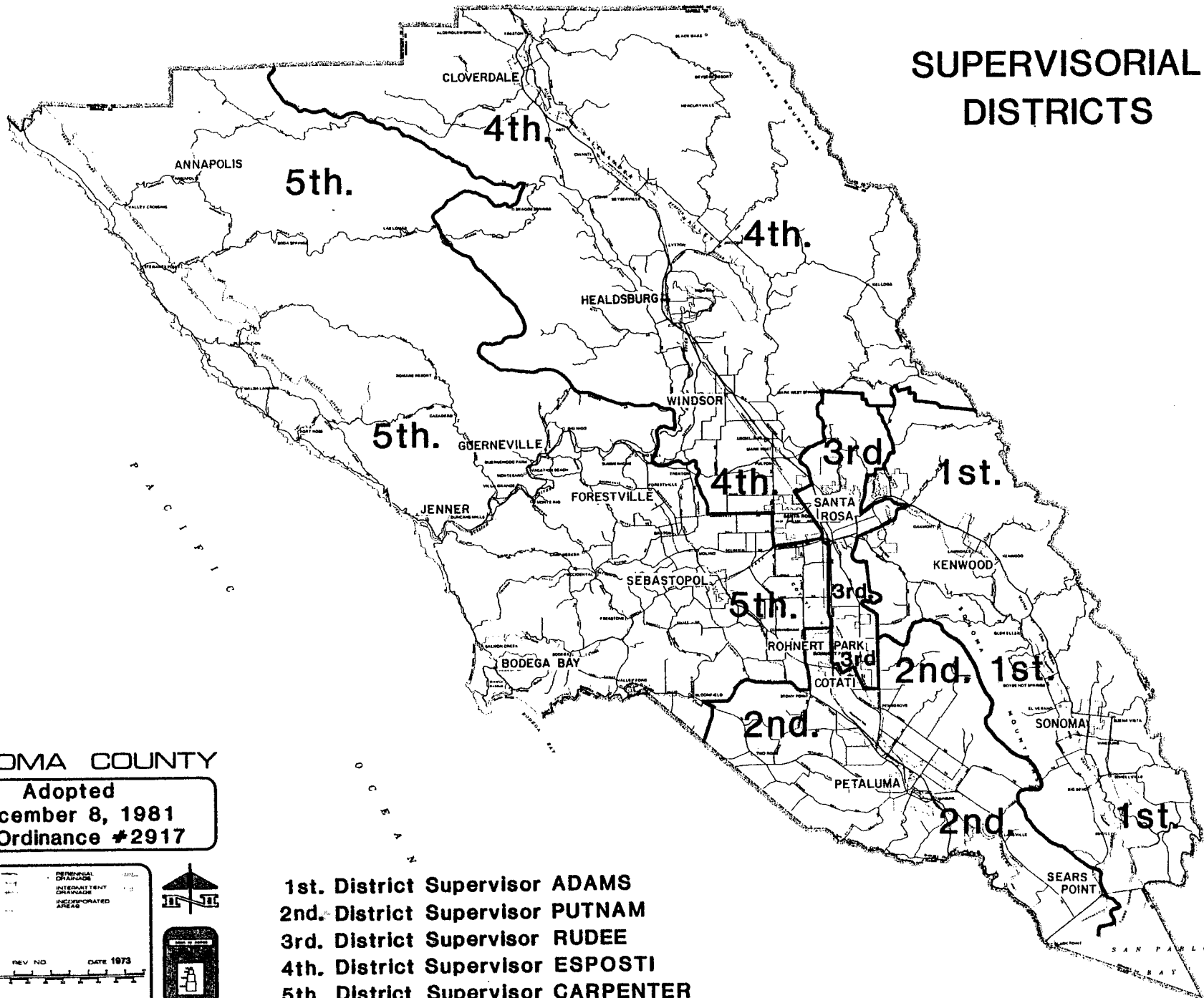
She said those involved in the conservation movement may find her proposal attractive because it will help to distribute the growth which she said is creeping steadily

Sonoma County has been divided into five supervisorial districts for most of the last one hundred years. In the wisdom of the commission set up to draw these boundary lines, they created a "Fourth" District which takes in all of the northern part of Sonoma County, i.e., Knight's Valley, Alexander Valley, Cloverdale, Healdsburg, the Windsor-Mark West Springs region to the Napa County line, and a portion of the Russian River recreational area.

This entire area, or much of it, has generally been referred to as "Northern Sonoma County" for a long, long time. It must have been the concept of the men who drew up this boundary, that the residents shared much in common and an elected delegate to the county Board of Supervisors would represent their particular viewpoint.

The proposed "Northern Sonoma" viticultural appellation, by following much the same boundaries as the Fourth District, would appear then to represent rather well, what has been the status-quo in north Sonoma County for many, many years. (See map of Supervisorial Districts, following page.)

SUPERVISORIAL DISTRICTS



SONOMA COUNTY

Adopted
December 8, 1981
By Ordinance #2917

FREEWAY	INTERMEDIATE DRAINAGE
MAJOR ROADS	INCORPORATED AREAS
MINOR ROADS	
DIRT ROADS	
RAILROADS	



MAP NO. REV. NO. DATE 1973

SONOMA COUNTY PLANNING DEPARTMENT

- 1st. District Supervisor ADAMS
- 2nd. District Supervisor PUTNAM
- 3rd. District Supervisor RUDEE
- 4th. District Supervisor ESPOSTI
- 5th. District Supervisor CARPENTER

There is one final segment to this study of "Northern Sonoma County."

In the early years of the 1970's wine boom in California, the wine industry's principal publication, Wines & Vines, published a two-part story called "Old Sonoma's Wine Renaissance." The rather lengthy articles were written by Julius Jacobs and appeared in the issues of August and September 1973.

The two articles deal exclusively with Sonoma Valley's very early wine history and then describe the present status of many of the new and old wineries in Sonoma Valley. Author Jacobs explains several times in his two-part article that the county now has two distinct viticultural areas. For example, on page 20 of his first story he states:

But the bulk of the wine business for most of the period beginning in the 1890s and continuing to the present has been concentrated at Asti in northerly Sonoma County, as well as in the numerous small and medium sized wineries scattered throughout the remainder of the county.

In his second installment, Jacobs observes:

As for vineyard plantings, most of the big Sonoma acreage had been in the northerly areas--in the Alexander Valley, Dry Creek and around Healdsburg.

The following spring, in April 1974, Wines & Vines completed this reportage with a third article on Sonoma County viticulture. This was titled "Sonoma County Revisited" and was written by John N. Hutchison. The editor's introduction states:

Old Sonoma's Wine Renaissance

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Part One

J. L. JACOBS

A MEXICAN general, a Hungarian nobleman and a German settler would marvel if they could see the wine renaissance in the Valley of the Moon around the old mission town of Sonoma, north of San Francisco.

Their era was in the early days of California statehood and the Gold Rush. In the 1850s the gold fever wore thin and adventurers turned to the fertile soil of California to make a new life for themselves. The general, the nobleman and the young German figured large in pioneering wine growing at Sonoma.

Now, a century and a quarter later, this cradle for wines and vineyards in Northern California is having a rejuvenation and expansion of those first difficult, striving days.

Agoston Haraszthy, the Hungarian count who came to Sauk City, Wis., and then to San Diego before moving north, had planted his first vineyard in Sonoma and called it Buena Vista. His neighbor was General Mariano Vallejo, the tough-minded Mexican military commander who played a prominent role in the earlier development of the entire region and in California's statehood. The third member of the trio was Jacob Gundlach of Bavaria, not so well known in the history books, but also a key figure in establishing vineyards in the region.

Gradually the Sonoma area in the southern part of Sonoma County filled up with other farmers—many of them from Italy, bringing with them their own skill and expertise in the development of wines. Today, the General Vallejo vineyards are part of a sprawling, growing Sebastiani Vineyards and winery development. Buena Vista, born again in the 1940's as a small but flourishing vineyard, is doing very well indeed. And the young German settler's land in Vineburg, five generations later, is still being farmed by the Bundschu family, descendants of Jacob Gundlach who planted his first vines in 1858. In the 1880s, when Phylloxera struck the region, these first vineyards had to be ripped out and replanted on resistant root stock. When the vineyard was 60 or 70 years old, it was taken out and replanted again. Now Jim Bundschu, the youthful great, great-grandson of the founder, once again is replanting hundreds of acres to the finest varietals.

What Bundschu is doing is typical of what is going on throughout the Sonoma basin, a fertile triangle of land reaching from Glen Ellen on the north south toward San Pablo Bay. Planted in earlier years to a wide range of agricultural crops, this region now, more than ever, is going into varietal grape production.

Vineyards and wine always have been important and profitable in Sonoma county. The industry has meant a solid living for more than a century for some of the oldest names and families in the region, and it has employed literally thousands of workers over the years. The 1972 agricultural report for Sonoma County indicated that wine grapes in 1972 brought in a total of \$13 million in revenue, up from \$11.9 million the year before. The figure doesn't include the millions of dollars worth of wine that was made and shipped out.

But the bulk of the wine business for most of the period beginning in the 1890's and continuing to the present has been concentrated in the very large Italian Swiss Colony holdings at Asti in northerly Sonoma County, as well as in the

numerous small and medium-sized wineries scattered throughout the remainder of the county. It has been estimated that at one time in the state's winegrowing history there may have been over 200 wineries in this area, and as many as 40,000 acres planted to vines.

The Sonoma Valley itself was mainly a stronghold of Sebastiani operations which for a half century consisted primarily of a bulk wine operation, and of Buena Vista, moribund for years until news executive Frank Bartholomew and his wife Antonia rescued it from dignified oblivion in the early 1940s. They carried on both the vineyards and winery until the late 1960s, when Bartholomew sold the winery to Young's Market of Los Angeles but retained his vineyards.

Winemaker Al Brett (right) checks future Buena Vista winery site in the Carneros. Story in Part Two next month.

Sam and August Sebastiani, father and son team running the family winery, inspect grape condition with grower Herb Cerwin.



The story has been changing the past several years. There are more wineries in the immediate area of the city of Sonoma and infinitely more grapes are being planted in the lower sector of Sonoma county. Growers and vintners are gearing up for a rosy future they feel is dictated by the demands for ever higher quality table wines on the part of the American consumer.

The local patriarch of winegrower-vineyardists in Sonoma is August Sebastiani. He literally has lived his entire life in the wine business, and has convictions about the economic role of wine and grapes in the life of the community—and especially in his own part of the county.

"We don't have to take our hats off to anyone in the world when it comes to making fine wines," said Sebastiani, who has just returned from an Italian and European wine tour.

Asked how Sonoma wines compare with, say, those of Napa valley, his eyes twinkled and he repeated—"we don't have to take off our hats."

Louis M. Martini may have his winery in St. Helena, Sebastiani said, "but ask him where he gets his finest grapes, if not from Sonoma County."

Sebastiani referred to rolling foothill vineyards a few miles



north of Sonoma at Monte Rosso, where indeed the Martini family garners a rich harvest of varietal grapes. A fine old, if unused stone and timber winery stands on the property.

Within the radius of the quiet and tree-shaded town plaza of Sonoma stand a half-dozen wineries—with a brand new one on the drawing boards, having just been approved by the county's planning commission. One of the older, active wineries in this area is Valley of the Moon, owned by E. and M. Parducci, founded in 1944, and boasting 200 acres of vineyards at Glenn Ellen along Highway 12. Along the same highway and expanding is Kenwood Winery, formerly Pagani Brothers. The property is now owned by the Martin Lee family, Lee having retired as a San Francisco police inspector to take over the ownership along with his sons and associates. Their forte, more and more, is varietal wines.

Hanzell Vineyards, just outside the Sonoma city limits, is a showplace of this or any other region in California. Its handsome winery building patterned after Clos Vougeot in France, the enterprise was established in 1956 by the late Ambassador James D. Zellerbach to make wines the equal of any produced in Burgundy and concentrating on Chardonnay and Pinot noir. The winery is now operated by Mrs. Douglas N. Day, but the consultant is the same—Bradford Webb—and the capacity is still 6,000 gallons, from 16 acres of vineyards. Wine sales are generally limited to customers at the winery and in a few stores and restaurants. There is Grand Cru Vineyards, spanking new in 1970 along Vintage Lane, with 25 acres of grapes and a bottling capacity of 50 cases a day. The other tiny Sonoma winery, is ZD Wines on Burndale Road established a year earlier than Grand Cru, owned

by Norman deLeuze and Gino Zepponi, and also producing only table wines.

The Sebastiani operation with two new warehouses and aging cellars is capable of storing three million bottles of wine and of bottling close to 3,000 cases a day. Sebastiani's case goods business goes back 20 years, after August had purchased the winery from his mother, widow of the founder, Samuele. The manner in which the Sebastiani family got into the case goods business is fairly typical of the quirks of the wine industry. Sylvia Sebastiani came home from a bridge lunch one day and told husband August how much the ladies had enjoyed a sherry aperitif before their game—a comparatively rare treat—and she commented on how enjoyable it was to be able to taste a fine aperitif made by a California winery. Then and there August decided it was time to stop selling bulk wines to other vintners and to bottle and label his own brand.

One of the best informed winemen in the Valley, Sebastiani keeps abreast of all the developments in the district. Friends say he can sniff out a new vineyard planting from three miles away. In the Sonoma Valley alone, he said, as many as 15 new vineyards may be under development. The area north to Kenwood and south to the bay, narrow at its apex and broad at the base, stretches 15 miles and contains about 78,000 acres. Much of it is unsuitable for grapes, but plenty of good vineyard land is available. Both old and new vineyardists are at work. They include not only the Bundschus, the Sebastianis, and the Buena Vista owners—but also such old timers as Art Kunde, described as being around "for a very long time," and the Sangiacomo interests, with about 300 acres mostly of it in fine varietals. An added thrust to Sonoma vineyard planting has come about with acquisition by Moët-Hennessy French interests of 600 acres of land in the Carneros district in the lower part of the Sonoma basin.

As for Sebastiani, he said "things started to explode in our faces in the late 1960s and early 1970s. Right now, we have distributors fighting for our lines and we have to be very selective."

Sebastiani was cautious in answering a question as to possible overplanting of wine grapes, saying:

"I really don't know. We have large markets our winery hasn't gone into yet, so as not to endanger the supplies to our regular customers."

He and son Sam, third generation namesake of his grandfather, are planting 250 acres of grapes, including Gamay Beaujolais, Gewurztraminer, Cabernet Sauvignon, Green Hungarian, Barbera, Chardonnay and white Riesling. The acreage is in the borderline zone of climatic Regions I and II. In addition, the original Vallejo core vineyards have been replanted, one a bloc of 7½ acres, and a second ranging from 5 to 10 acres. Said Sebastiani:

"When we get to where we want to level off, we'll be drawing grapes from between 2,000 and 2,300 acres." Specialty grapes are bought from growers in Solano, Napa and Mendocino counties as well. Tonnage is based on an average of between 3½ and 4 tons per acre, somewhat more than the Sonoma county average for varietal wine grapes. This year a beautiful crop appears to be shaping up.

Louis R. Gomberg Wine Industry Consultant

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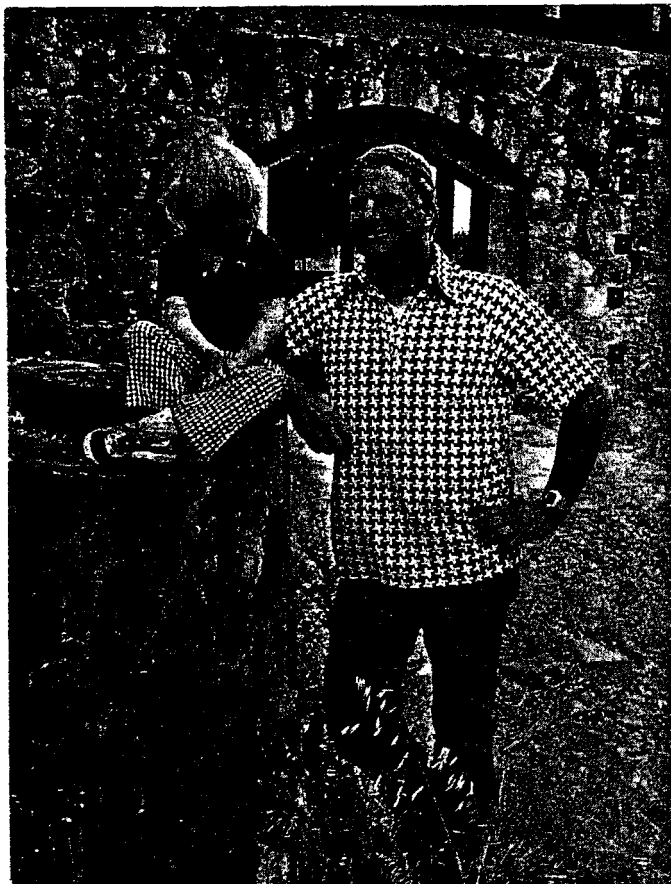
Old Sonoma's Wine Renaissance

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Part Two

JULIUS JACOBS

This concluding segment of Old Sonoma's Wine Renaissance deals with Buena Vista Winery—probably the biggest name by far a hundred years ago—with the Bundschu family, descendants of wine pioneers, with Farm Advisor Bob Sisson and with the new venture of Frank Bartholomew, veteran news executive and former owner of Buena Vista Winery. The first instalment, which appeared last month in Wines & Vines dealt extensively with Sebastiani Vineyards but also discussed at length the early history of the colorful Valley of the Moon and the pueblo of Sonoma in early California.



Jim Bundschu with 6th generation family member. Behind them is restoration of winery first built in 1856. Jim and his brother-in-law Barney Fernandez planned their first crush this fall.

Certainly one of the Big Two in the Sonoma Valley is Buena Vista, the Haraszthy establishment—a winery of consummate charm and a stone cellar dug by Chinese. Tunnels and beautiful oval casks make this a winery to be visited. But Buena Vista has become much more than a showplace. Under the management of Philip Gaspar, Buena Vista has set out to considerably enhance its production of 20,000 cases of wine a year.

A year after the Young's Market acquisition in 1968 Buena Vista purchased 600 acres of Carneros property—approximately half in Sonoma and half in Napa county. The climate is in the II-plus heat summation region, according to Gaspar—or “barely a District 2 by accepted definition.” Half the former grazing land and wheat-growing property has been planted—to red wine varieties. They are Cabernet Sauvignon, Pinot Noir and Gamay Beaujolais. This is good land, bought from the Wes Haire farms once consisting of 3,000 acres. Buena Vista has picked up some good vineyard neighbors since then. Charles Krug bought 200 acres in the Carneros, Bartolucci another 160 for a new vineyard to replace the Oakville winery he sold in Napa County—and most recently Moët-Hennessy has acquired its 600.

Not to be outdone, Buena Vista also has purchased an additional 100 acres from the Haire properties—and this acquisition includes a spacious old farmhouse dating to the early 1900s, as well as a barn, repair and maintenance shops. Eventually a new commercial winery is planned on the property to supplement the home winery at Sonoma. Meantime, the first commercial crop is due in 1974 from the initial 300-acre vineyard and the remaining 300 acres are to be planted to Chardonnay, White Riesling and Gewurztraminer.

In its winery operations Buena Vista is doing quite well—too well to do anything but allocate its wines. New distribution is not being sought at present, Gaspar said. Crushing capacity has been enlarged to 22 tons an hour compared with 4 tons. There has been a corresponding increase in co-opeage of several types—Kentucky oak, Limousin oak, and more recently, Slovakian oak—32,000 gallons altogether. The winery is able to handle grapes produced on the Buena Vista vineyards still owned by Frank Bartholomew, and looks forward to the new grapes coming from the Carneros region.

“We’ve been on allocation to our distributors for two years now, and we’re hoping for a considerable increase in our gallonage.” Gaspar said. In the meantime, the old stone cellars of Buena Vista and the beautiful garden shaded by tall eucalyptus trees exercise a genuine attraction for thousands of visitors each year.

The Bundschu family, including father, Towle Bundschu

(fourth generation) and Jim (fifth) who was trained in economics at the University of California, take to agriculture as naturally as did their forebears. When great, great-grandfather Gundlach sailed around the Horn in the middle of the 19th century he settled in San Francisco and went into the brewery business. But wine was in his blood. It wasn't long before he journeyed to Sonoma and found land around Vineburg to plant grapes and build a winery. This was in 1858. Gundlach went into partnership with Emil Dresel, also from Germany, and together they planted 400 acres of vineyards. This partnership, however, split up a few years later and they divided the vineyards equally. In the late 1870s or early 1880s Gundlach brought a new bride to California from Germany and they had a family of seven children. One of the girls married a Bundschu from Germany, and son-in-law and father-in-law became partners in what they organized as the Gundlach-Bundschu Wine Company. Their winery had a capacity of 150,000 gallons, considered a large volume at that time. All went well until the 1906 fire and earthquake, when the large Gundlach-Bundschu warehouse in San Francisco was gutted. Although the firm remained in business until 1919, Prohibition ended the winemaking operation. From then on the vineyard operation remained, and wine grapes were shipped to all parts of the country.

Son Walter Bundschu and his family maintained the family vineyards until 1960. Thereafter the property was sharecropped for five years and in 1968 an entirely new vineyard was begun by the fourth and fifth generations, with new, adjacent property acquired in the foothills behind the ancestral acreage. Varieties are Zinfandel, Semillon, Traminer, White Riesling and Cabernet Sauvignon. There remains an acre of a varietal called Kleinberger Riesling, all that is left of an original 15 acres. It is hoped that from cuttings a new supply of Kleinberger can be established. (Sebastiani utilized this grape, to produce a small amount of a distinctive varietal wine in 1972—but the supply was rapidly exhausted).

Another member of the Bundschu family, Carl, also remained in the wine business for many years after Prohibition as manager of Inglenook winery in the Napa Valley for the late John Daniel, Jr.

One Sonoma official looks at the wine scene with tremendous interest, but also with a keen sense of historical perspective. He is Robert Sisson, Sonoma county Farm advisor and specialist in the grape culture of the entire region. Sisson, with almost a philosophic detachment, explained how, through what might be called the ethnic mix of population settlement Sonoma planted its early grapes where it did, and the types it did, whereas Napa Valley went in another direction. Most settlers in Sonoma county were Italians, and they cultivated the kinds of grapes they were most familiar with. Also, because they needed the basin land for basic foodstuffs, they used almost exclusively the hillsides and sloping areas for vineyards. Looking back at these settlers from Mediterranean regions, Sisson reasons that "they found they had to use their best soil for staple foods, and after placing their vineyards in the hillsides they found they could make good wines."

In growing grapes, Sisson said, the relationship of quality to site often gets mixed up. The quality factor, as he sees it, is a function of climate, whereas the production factor is a function of the soil, and management acts as the control. Only now, Sisson said, are vineyardists going into the better capability soils. The big key in the relationship of soil to the product is the fact that it is the storage reservoir for the water supply, and thus water retention is a major factor in vineyard plantings. In coastal Region I, according to Sisson, the water requirement will range between 12 to 16 inches in the season, "so if only six inches is available, you don't get much crop—perhaps only 50 per cent capability." Today, said the



Farm Advisor Robert Sisson, 42
a specialist in grapes, sees
quality as a function of
climate, production as a
function of the soil and
management as the
control factor.

farm advisor, "irrigation is no longer a dirty word."

The concept of using higher productivity acreage and supplemental water began in the 1950s, Sisson said, "and now we must take a realistic view of plantings, because we're talking about \$8,000 an acre costs to acquire and develop the land." Together with Jim Lider of Napa county, Sisson and his colleagues worked on the theory of permanent-set sprinkler systems for frost protection. Now several thousand acres are using the system and "it's going in everywhere."

As for vineyard plantings, most of the big Sonoma acreage had been in the northerly areas—in the Alexander Valley, Dry Creek, and around Healdsburg. But now, Sisson said, the future probably will see most of the new, available land in the Sonoma basin planted to vineyards—and he's talking about the next five years or so. The big effort, the advisor said, is to "try to stay with clean materials by using certified planting materials and the proper rootstock for phylloxera protection."

"We are talking about the North Coast as being the focal point of the premium table wine growing region, and this is where the future of Sonoma county lies."

Sisson also sees the Sonoma Valley basin as one with extremely fine capabilities for growing white wine grapes—Chardonnay, White Riesling, Gewurztraminer—and he believes that two others, Sauvignon Blanc and Pinot Blanc, will gain larger reputations.

For the reds, Sisson said that the only two he thinks are ideally suited climatically are Pinot noir and Gamay Beaujolais. If above the fog level and where there is more heat accumulation, Sisson said, Cabernet Sauvignon can be grown well, but will not result in maximum quality in the Sonoma basin. He feels somewhat the same way about Zinfandel. As a final thought, the farm advisor anticipated that new acreage in this region will reach four tons to the acre, and perhaps five tons. Much of this he attributed to improved management practices and better vine selection.

August Sebastiani doesn't agree with Sisson about Cabernet Sauvignon. He expressed it bluntly:

"I don't think there will be shades of quality difference between the Pinot noir and the Cabernet Sauvignon, and I'm investing a fortune in them."

And who has opened the newest of the Sonoma wineries? None other than Frank Bartholomew, the indefatigable journalist-vintner, who once again hankers for wine action. He has the small, very select Hacienda winery where his specialized wines will be offered to the public, hopefully within a very short period of time. It is a developing chapter in the wine story of the Sonoma Valley.

ED. NOTE: Another article on Sonoma county wine growing, this one to deal with the more northerly developments, is planned in an early issue of *Wines & Vines*.

In two issues of *Wines & Vines* last year, Julius Jacobs wrote of wine industry expansion in southern Sonoma County. This article by John Hutchison concludes the series with a look at the boom in vineyards and in winemaking in the northern district.

The author includes in this "northern district," new vineyards "From Cloverdale to Graton . . ."; or, "A drive between Windsor and Cloverdale along U.S. 101 affords a ready look at the new winery capacity. A swing into Alexander Valley between Geyserville and Healdsburg illustrates the planting boom"; or, "Highway 101 is the axis of the industry in northern Sonoma County, but some of its most interesting wineries lie to the west. Between Sebastopol and Forestville is Russian River Vineyard . . ."; or, "The Martini & Prati Winery, near Trenton . . ."

In one paragraph on page 54 of this article, the author asks:

What, then, are the implications for quality in the new wine industry rapidly developing in northern Sonoma County?

There are only two wine and grape districts in Sonoma County discussed in this three-part series from Wines & Vines magazine, which claims in its masthead to be "The Authoritative Voice of the Grape and Wine Industry." The two districts are southern Sonoma County, principally Sonoma Valley, and northern Sonoma County. There apparently were no letters from irate northern Sonoma County grape growers claiming they lived in west Sonoma County, or central Sonoma County. "Northern Sonoma" seems to be a well-established and accepted geographic definition.

sonoma county revisited

(In two issues of *Wines & Vines* last year, Julius Jacobs wrote of wine industry expansion in southern Sonoma County. This article by John Hutchison concludes the series with a look at the boom in vineyards and in winemaking in the northern district.)

JOHN N. HUTCHISON

THE WINE REVOLUTION is in full swing in Sonoma County, in Northern California.

Some people say that the county once had 60,000 acres in wine grapes. They spilled over the southern boundary into Marin, they draped the hillsides and slopes between Petaluma and Sebastopol, and they flourished on hundreds of acres where Santa Rosa's subdivisions and shopping centers now sprawl. When Prohibition withered the vines, the turn was to prunes, apples and dairy cattle. In these times of wine expansion Sonoma County has 20,000—perhaps 22,000—acres in wine grapes. Much better wine grapes, in fact, than the common varieties so widely planted in the past.

The figure is rising fast. Old wineries, new wineries, pioneer families, hobby growers, absentee planters, tax-sheltering investors and land management firms are changing the farm landscape, particularly the portion drained by the Russian river and its tributaries. Close farm neighbors screened apart all their lives because of orchards can see each other's houses across the new vineyards. From Cloverdale to Graton, rows of grapestakes and sprinkler heads mark the advance of the new planting.

Sonoma County has a terrain as gnarled and convoluted as an old, crown-pruned Zinfandel. Except for the plain which runs south from Santa Rosa, it is characterized by narrow valleys, timbered hills, high pasture land and bouldered outcrops. The land pattern is very complex with its range of river bottom silt, plains adobe and old, compacted soils. There are small vineyards along creeks which are covered with cobblestones hiding 20 feet of rich alluvia; 100 yards away there can be old prune orchard with a plowman so hard that only a three-foot ripper can open it for vine root penetration.

The climate is equally diverse. Although Sonoma County is a maritime province, with weather markedly affected by the Pacific, its vineyards are cut off from the sea by coastal ridges and it can have severe temperatures. There were readings in the Alexander Valley of 117 last summer on the same spot where the mercury fell to 19 during the hard winter preceding.

When Sonoma County's dimensions of soil and climate are overlaid with an unusually wide variety of attitudes toward grape varieties and winemaking, a mosaic emerges which is difficult to relate to any other wine district in the world. The vineyard industry in the county was formerly known best for its bulk production, turning out grapes and wine for other vintners, few of them under well-known Sonoma labels. Its predominantly ordinary varieties went mainly into generics.

Now there is a British mustard company in the wine business through its New York subsidiary and a mammoth Milwaukee brewing corporation. A Colorado oil land magnate. A household name in flour and breakfast food. They have moved in among the old names like Simi, Nervo, Trentadue, Seghesio and Foppiano. There are places where the contrast is stark—a remnant patch of stout, short Carignane, supported by its own stumps alongside several hundred acres of young Cabernet Sauvignon spindling up six-foot steel stakes



Nello Nicoletti (above) prunes Trentadue vines with Chateau Souverain in background. Frank Kincaid of Widmer's California vineyard views fast-disappearing prune trees, bowing to vines.

to the trellis wire. The old vines often were set 7 x 7 feet apart. The new vines are usually 8 x 12, for mechanical harvesting, and with a shrewd eye on Dr. A. J. Winkler's well-established theory that wide-set vines, when fully mature, will produce as much per acre.

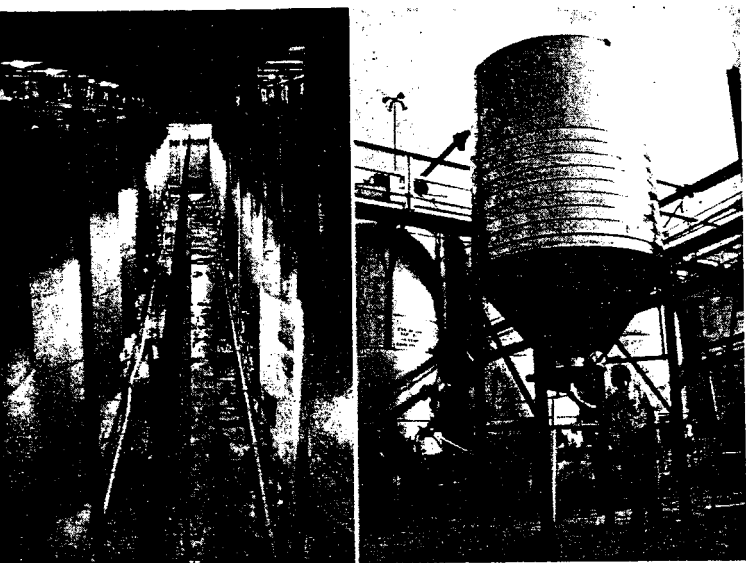
A drive between Windsor and Cloverdale along U.S. 101 affords a ready look at the new winery capacity. A swing into the Alexander Valley between Geyserville and Healdsburg illustrates the planting boom.

Sonoma Vineyards' unusual buildings are snugged into the Windsor landscape just south of Healdsburg, and are, considering their size and capacity, almost a part of the vineyards and hills.

Just north of Healdsburg, stacks of new equipment and materials around the 98-year-old stone cellar of Simi reveal that Russ Green's development of that venerable establishment is still in progress.

But it is Geyserville which is now the center of the most startling new construction of wineries. Just south of this little town and west of the highway, Chateau Souverain has risen—a vast pile dramatic against the enclosing wooded hills. It is Pillsbury's \$5,000,000 venture into Sonoma Coun-

ty, and their second in the wine business, the first being Sovereign Cellars in Napa Valley. The chateau's tasting rooms, administrative offices and restaurants are being prepared for spring opening, but its winery produced its first crush in 1973 and will handle 8000 tons in 1975.



Left, giant storage tanks adorn a Chateau Souverain storage corridor. Right, new Korbel fermenter, developed in Australia.

Drive through Geyserville, and there, where the Bagnani family used to make vinegar, is the Geysers Peak winery, owned by Joseph Schlitz Brewing and undergoing a vast transformation—a \$12,000,000 investment, eventually. It has already been through two crushing seasons, expects by 1975 to be handling 15,000 tons annually, and is already near the 1,000-acre mark with its own vineyards. It has bought out Nervo and is dickering for other property.

A few miles north is the empire of Italian Swiss Colony, a unit of Heublein-owned United Vintners, where the visitors' parking lot threatens the vineyards as this pioneer but innovative enterprise strives to accommodate the 400,000 people who enter its big tasting rooms annually. The vast plant at Asti crushes 25,000 tons a year and can store 11,000,000 gallons.

Highway 101 is the axis of the industry in northern Sonoma County, but some of its most interesting wineries lie to the west. Between Sebastopol and Forestville is Russian River Vineyards, where Robert Lasden is making wine while completing a tiny gem of a modern winery. It commands a hill panorama of great charm, produces hand-crafted wines, and operates an intimate, reservations-only restaurant.

Middle-sized Korbel Champagne Cellars in the redwoods at Guerneville, crushed more than 2,000 tons in 1973, and continues to add to its large modern warehouse and fermentation area. Korbel, too, is innovative, with experimental equipment and methods. Last season it used a new prototype fermenter, patented in Australia and built in Santa Rosa. Korbel is moving into cold fermenting of red wines, has introduced drip irrigation for some of its hill vineyards, and is adding new varieties. A Pinot blanc will be released in May, a Chardonnay in the fall, and vintaged Cabernet Sauvignon and Pinot noir next year.

The Pedroncelli brothers, John and Jim, pursue a steady improvement of the plant their father started in 1927 on Canyon Road near Geyserville. Continue past the picturesque Pedroncelli vine slopes and you come into the valley of Dry Creek, where the Frei Brothers make 800,000 gallons a year to sell in bulk, and David Stare, a young newcomer, has his new Dry Creek Winery.

The Martini & Prati winery, near Trenton, has two million

gallons capacity, and in addition to bulk table wines bottles under the label of Fountain Grove, originally that of a now defunct winery near Santa Rosa. Louis Foppiano and his sons operate a two-million-gallon winery on the south edge of Healdsburg. The Cambiaso winery is in the same area.

East of U.S. 101 there are fewer wineries. There is Leo Trentadue, whose vineyards straddle the highway, embellishing the setting for Chateau Souverain (the latter has no vineyards; it buys all its grapes). In the Alexander Valley are the Sausal winery, where Dave and Ed Demostene turn out bulk wine, and Soda Rock, with its 400,000 annual gallons of bulk burgundy.

Although these latter, older wineries are emerging, some of them slowly, from the traditional production of bulk and jug generics, it is the new wineries, plus an innovative old one here and there (like Korbel) which are leading the Russian River basin into the new era. There is real promise that Sonoma will become a renowned appellation, perhaps even bringing sub-appellation fame to names like Dry Creek, Alexander Valley, Windsor, and Canyon Road. There may be some debate over whether a giant winery with a built-in, nationwide system of 750 distributors, like Schlitz, and a crushing capacity of 15,000 tons can afford to tailor great wines. However, it is difficult to question the ability of such an organization to upgrade the varietal planting pattern of the county if it decides it wants to market premium varieties. It is virtually inevitable that merchandising organizations like Schlitz, Pillsbury and R. T. French (the latter owns Widmer's of New York and a red wine vineyard near Healdsburg) will, through their advertising and packaging resources, push the name "Sonoma" into major prominence. It will achieve in 10 years, some predict, the fame that once filled the dreams of Agoston Haraszthy.

The impact on planting already has produced major changes. Most apparent to the passerby is the speed and scale with which orchards are disappearing and vines are going in. Expert close inspection would also reveal that the new plantings are predominantly quality varieties.

Alexander Valley, winding through the low hills northeast of Healdsburg, was until a few years ago planted almost solidly to prunes. There are few prunes left. The valley floor and the benches and knobs above it are spread with vines, spotted with new reservoirs, and punctuated with overhead sprinkling systems to defend against extremes of heat and cold. Geysers Peak, Simi, Windsor and Widmer's each have hundreds of acres there. There are also vineyards large and small owned by growers who do not make wine.

Bob Young is a major grower. Ed Gauer, the San Francisco clothing tycoon, has a handsome home in the valley and a long start on 400 acres of vines. There is Stephen Zellerbach, of the paper family, with 70 acres in Cabernet and Merlot, and 100 more acres to go. There is C. N. Bacigalupi, a Healdsburg dentist, and John Rottelsburger, a county employee who raises grapes in his spare time. There are single blocks as large as 300 acres in vines; there are small sideline growers with as few as six.

Private growers abound along Dry Creek Road northeast of Healdsburg, where prunes are fighting another losing battle. Private growers also are planting farther up the Russian beyond Asti and around Cloverdale. In nearby Oat Valley, John Sink has 200 acres of traditional Sonoma varieties on property first planted by his family in 1892.

There are some substantial absentee growers, large and small. Widmer's, the New York vintner owned by R. T. French (itself owned by Reckitt & Coleman, the British firm famous for mustard) has 500 acres in Alexander Valley. It has harvested two crops, vintaged and stored by Louis Martini in the Napa Valley. Widmer's has plans for a winery.

Adjoining Widmer's are about 250 acres being developed in a complex of companies under the direction of V & E

Management Services, with majority ownership by Raymond Duncan, an oil properties man in Denver. Justin Meyer is the V & E president, with offices in St. Helena. V & E operates 1,300 acres in Sonoma, Napa, and Lake Counties.

One developing phenomenon is the vineyard management business, which takes a variety of shapes. Korbel, which added table wines to its prestigious champagnes and brandy in 1960, now has 1,000 acres in vines on its 2,000-acre main ranch, on Piner Road and on the McLaughlin ranch north of Guerneville, but Korbel also offers management service to its growers. On a cost-plus contract, Korbel will prepare, develop, plant, tend and harvest a vineyard for another owner, share-cropping it from the fifth year.

"We are very selective as to what land we will develop this way, and we are not pursuing customers," said Alan Hemphill at Korbel's. "Forty or 50 acres is about as small a property as we're interested in and we aren't trying to make a profit from this management activity. The value to us is that it gives us control of acreage without tying up capital; it extends our influence into the vineyards from which we draw grapes. The grower gets expert advice and a fair return."

Sonoma Vineyards uses a different approach to the same end. It will sell a vineyard to an investor and then manage it for him. To S-V, the advantage is the release of capital for other purposes. To the investor, if he is in the "soft-dollar" 50 per cent tax bracket, the venture pays for itself in five years, and he doesn't have to wait the eight or nine years it would take to put a retail bottle on the shelf.

Sonoma Vineyards has built a direct mailing list of 425,000 through which it sells its Windsor Vineyards label, most often personalized for the customer. For two years it also has had a conventional distribution system under its own Sonoma Vineyards label, and the company is busy in several subsidiary enterprises. Its Santa Rosa Stainless Steel Company builds tanks, and produced the new Australian fermenting tank for Korbel. Another subsidiary, Paul Junker, installs irrigation for vineyards. And as a result of its efforts to procure European oak, the firm controls a timber company in Yugoslavia to supply its cooperage company in Italy. Its Premium Cooperage Co. has cooperage for sale.

Although Sonoma County has in fact been invaded by big operators, there has not been complete absorption and consolidation of vineyard properties. Robert Sisson, veteran grape expert and director of the county Extension Service, notes that the wide range of site variation makes almost impossible the assembly of large, contiguous tracts.

"We don't have great spreads of cultivatable land, or large areas of homogeneous soil. Vineyard areas range from those with a cemented plowpan only two feet down, to cobbles lying over 40 feet of river silt. It's actually difficult to make meaningful soil tests in such land, where within a few hundred yards there can be an entirely different composition." Widmer's, for example, has a small irregular parcel along Sausal Creek, so stony that little soil can be seen, while across the road their vines are in fine loam.

Bottom land along the Russian River, where water stands for weeks at a time in the winter but which drains before the vines come out of dormancy, grows good grapes. So does the thin soil on the steep hillsides above it. ("How steep a slope can you cultivate with a tractor?" was a question put to a grower. "How good is your nerve?" was the response.)

To Sisson, soil is a container for water. Given a soil that will hold the right amount at the right time, the critical factor in wine growing is climate, he believes—not the soil. Many of the new vineyards in the Alexander Valley have been ripped to three feet to disrupt plowpans developed in former prune orchards. Development of steep slopes poses erosion hazards, irrigation difficulties and vulnerability to wild animal damage, Sisson pointed out. All these considerations



Italian Swiss Colony at Asti draws 400,000 visitors each year.

must be measured against the paramount factor—climate, Sisson, who was a private student of A. J. Winkler for six years, and who came to Sonoma County in 1950, believes his mentor's heat summation must be elaborately refined to have proper meaning for a county with such finicky weather as Sonoma's.

"Site variation is very complex in Sonoma County, but climatic variation is even more so," he pointed out. He believes that climate is the dominant influence on the quality of a grape.

Do the coastal fogs settle on this bottomland acreage, or dissipate on that hillside piece? Will the normal air flow bring frost over these slopes? Will rain, bred over the sea, reach this far? Will a temperature of 100 degrees last for hours, damaging the bloom or raising the grape, or will it fall quickly, and drop overnight to 50? All these weather questions must be applied to the heat summation formula, in Sisson's view, and in Sonoma County it is doubtful whether there can ever be enough data to apply the theory dependably to every vineyard parcel. About one thing, Sisson is positive: climate is all-important; soil is a reservoir for water.

Water there is, in apparent plenty. To begin with the average rainfall has been adequate in the past for growing grapes without irrigation, although there have been some marginal years. The expensive sprinkling systems to distribute water over the new vineyards are not critically needed for irrigation but for frost protection. Although tonnage can be increased by application of water, the wineries condemn abuse of the practice. Water to protect against frost makes much land available which was previously risky for grapes, and water during dormancy doesn't affect fruit.

Moreover, water during the brief periods when valleys like Dry Creek and Alexander may soar above critical levels can hold those temperatures down with evaporation. If sprinkled in brief pulses—say, five minutes in each fifteen—little of the water will reach the vine roots, according to Frank Kincaid, the Widmer's superintendent.

What, then, are the implications for quality in the new wine industry rapidly developing in northern Sonoma County? Wine in the past has been, with some exceptions, a farmer's enterprise, with grapes grown as a crop to be made as productive as possible, and wines have been made (here again with notable exceptions) for the bulk market, the jug and the popular-priced bottle.

Forty thousand people—roughly one in every ten who come to the big tasting rooms at Asti—are enlisted to appraise standard items, new vintages and experimental blends. Such visitors, selected at random, are given three wines which they are asked to rate on a scale which gives them nine choices for each, ranging from “like extremely” to “dislike extremely.” A questionnaire asks them to note their age group and wine-drinking habits. The compilation of these tests directly influences the Italian Swiss product.

Italian Swiss subjects itself to tough quality controls. It employs a California Department of Agriculture inspector to monitor grapes for crushing, and he rejects any load which exceeds more than 30 pounds per ton of “material other than grape.” At the other end of the industry, there is a triple-level control on the finished product. Asti is required to report at intervals on random sampling and Heublein executives carry out similar tests on wines taken from retail shelves.

Basic to the whole process of self-evaluation is the long experience of such men as Joe Vercelli whose wine education goes back some 40 years, to tutelage from Frederic Bioletti, the professor who guided Winkler and vine breeder Harold Olmo of U. C. Davis, in their early work.

Ben Heck, one of the owner-brothers at Korbel, has a lively outlook on the industry. It is on the way to better economics and better wines, he said, and he is not fearful that California is overplanting. The clear inference is that Korbel, too, is in motion. The company has showplace tasting rooms at the winery and in the big Coddington shopping center at Santa Rosa. It has had to limit sale of some of its vintages to two bottles per customer.

“Among other things, we are trying cold fermentation of red wines,” he said. “We have always been interested in what can be done with Zinfandel, and in 1972 we cold-fermented some. We sampled it a year ago. It was fresh, fruity, delightful. If we can make a good wine in that short a time we will have made a contribution to the consumer and to the industry.”

One of the most provocative among Sonoma County's winemakers is a man who has risen high and swiftly in the business—Rod Strong of Sonoma Vineyards at Windsor. He was neither a winegrower nor a winemaker until the mid-sixties. He now presides over the largest producing winery, after Italian Swiss, in the county. His firm, a public company, anticipated the premium varietal fervor, consulting Bob Sisson and experts at Davis and carefully studying temperatures at each parcel under consideration. He planted only Cabernet, Chardonnay, Johannisberg, Pinot Noir and Merlot, each in its proper temperature zone. Sprinkler systems protect them, but Strong has abrupt opinions about using water for berry growth.

“The French don't allow irrigation because they know that the more water, the less flavor,” he asserted. “We have a truly unique opportunity to make the finest wines in Sonoma County. We have conditions under which the vine can be stressed, and only under stress does the vine produce its highest quality. Small crops make good wines, and our problems in growing grapes can also be our salvation.

“Americans have at last embraced wine as a food. It is up to us not to let them down. If we are going to make fine wines here, we have to make up our minds that we are not competing with the Central Valley. We have something special going for us in these North Coast counties; the important varieties for quality wines are our captives.”

Quality, Strong believes, is the essential defense of the Sonoma industry against “the ocean of new wine” which is soon to come in as vast new plantings mature in Central California.

“When that happens,” said Rod Strong, “the relative cost of standard and common wines will fall. We ought not to be in business in those kinds of wine.”

The Pedroncellis, who were rather early to detect the trend, have been moving with it more than a decade. They have steadily improved their own varietal planting, and have influenced the 25 growers from whom they buy, all within five miles of the winery. Their new planting is in Cabernet Sauvignon and Pinot Noir, with White Riesling, Chardonnay, Traminer and Zinfandel their other principal varieties. They are pumping pomace to reduce oxidation and improve sanitation. They have doubled warehouse space to permit longer bottle aging. They are vintage-dating their best wines, and they hope some day to see Dry Creek become a much sought appellation. In the early days, they said they were often sorry to see their wines go out in bulk to bear some other winery's label.

“Our wines have special character because of the micro climates along Canyon Road. That's why we started bottling them.” Better and better wines are the logical outcome.

The big Geyser Peak operation, despite its great intended capacity, is meant to process only coastal grapes, said Bob Meyer, third generation Sonoma agriculturist in charge of the operation at Geyserville. He said, “We are especially interested in the Sonoma County image—the production of wines that can help establish the kind of name that Napa now has.” Jim Wolner, the winemaker there, lays great stress on sanitation and the handling of must and the greatest care in yeast selection. He hopes to segregate and label special pickings, but, he cautioned, sub-appellation in Sonoma County must be scrupulously honest or it will defeat its purpose.

At Chateau Souverain, Bill Bonetti, with more than 30 years experience in winemaking in Italy and California, presides over the shining equipment and oak cooperage producing his first two vintages. Bonetti was born in New Jersey and taken to Italy when he was two. He studied enology and viticulture at Conegliano and came back to the United States in 1947, working successively for Gallo, Cresta Blanca and Charles Krug before joining Chateau Souverain.

Up at Asti, Joe Vercelli, veteran winemaker, can reminisce about the Prohibition days of wine bricks and three-point-two wines sealed with crown caps. The bricks were packaged with a recipe which should not be used, the label explained, lest the process produce wine. A small vial of yeast was included, to illustrate what to use to achieve this iniquitous result.

Italian Swiss, with the merchandising power of Heublein behind it, is perhaps more sensitive to the general public's idea of what a wine should be than to the enophile's ideal.



Jim (left) and John Pedroncelli pursue a steady improvement of the plant their father started in 1927.

PART IV

HISTORICAL BOUNDARIES OF NORTHERN SONOMA

Because of the nature of this study, the recurring question of what constitutes the boundaries of "Northern Sonoma," past and present, has been discussed many times. This will only be a summary of some of the findings presented in previous pages.

Beginning in the 1880s, when grapevines were being planted in large numbers in the area of Sonoma County north of Santa Rosa, newspaper stories began appearing which single this area out for special attention. One such story appeared in the Russian River Flag of November 28, 1880.

MAGNIFICENT GRAPE DISTRICT. DeTurck, the large wine-man of Santa Rosa, declares that the Cloverdale grapes were far better than those raised around Santa Rosa.... From Windsor to Cloverdale, a magnificent grape belt exists.

The Healdsburg Enterprise of August 12, 1887 actually begins a story on local viticulture:

Northern Sonoma will have a large surplus of grapes this season....

That newspaper, incidentally, declared in its masthead, beginning in the late 1880s that it was:

A Weekly Journal, Specially devoted to the Interests of Central and Northern Sonoma....

In the decade of the 1890s, the Enterprise carried many, many newspaper stories which not only specifically included the

"Northern Sonoma," but then went on to delineate the area included. An October 3, 1891 story in the Enterprise offers a good example of this in which "the Cloverdale district," "the Geyserville, Dry Creek and Alexander valleys," "Healdsburg and Windsor" are all a part of Northern Sonoma.

There have been several movements to divide Sonoma County into two separate counties. One began in Petaluma in late 1919 and continued making newspaper headlines into the 1920s. The Enterprise immediately jumped on the secession bandwagon, proposing a separate county be made of the northern portion of Sonoma County. Such a movement was begun in 1980 as well by Diane Doble from Cloverdale who felt her region did not receive enough of its tax monies back in the form of good roads, better schools, etc., etc. Mrs. Doble's proposed county might not carry the name "Northern Sonoma" on it if and when formed, but its boundaries matched very closely the Fourth Supervisorial District of Sonoma. Those boundaries match, coincidentally, a good portion of the present viticultural appellation to be called "Northern Sonoma."

Since 1950 at least, many pamphlets or booklets have been issued advertising Sonoma County. Many of these booklets divided Sonoma County into geographic regions, such as the "Sonoma County Stay-A-Day" publication. "Northern Sonoma County" is one of the geographic regions singled out for special attention in name and in the text material inside the booklet. Either through photographs

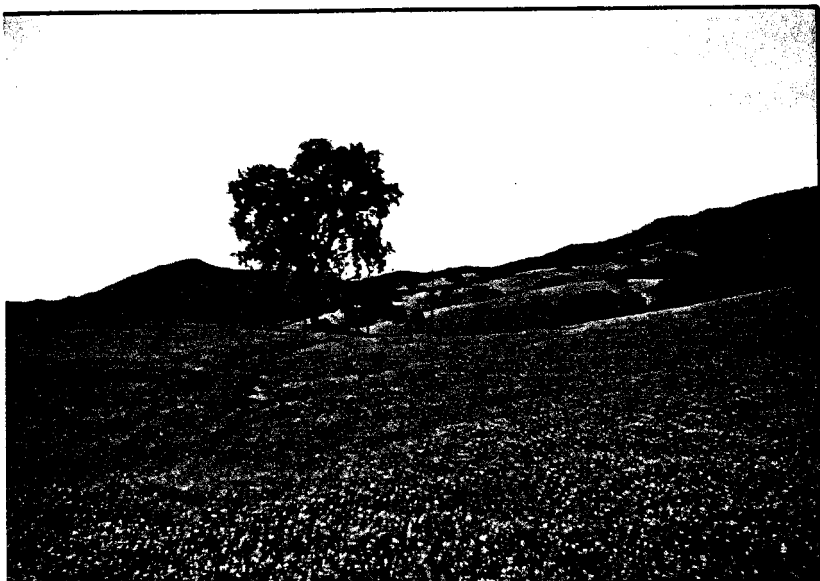
used in the booklet or in the text itself, "Northern Sonoma's" boundaries are clearly from a line somewhere between Santa Rosa and Windsor, north to the Sonoma County/Mendocino County line.

The wine industry of California has long accepted these same general boundaries as is evidenced by a three part story on Sonoma County viticulture which appeared in August and September, 1973 and April, 1974 in Wines & Vines magazine. Two of the installments deal exclusively with "southern Sonoma County"/historic Sonoma Valley. The third installment, is about "northern Sonoma", the region covering everything from Sebastapol, the Russian River, Graton, Mark West Springs, greater Windsor, northward to the Mendocino County line.

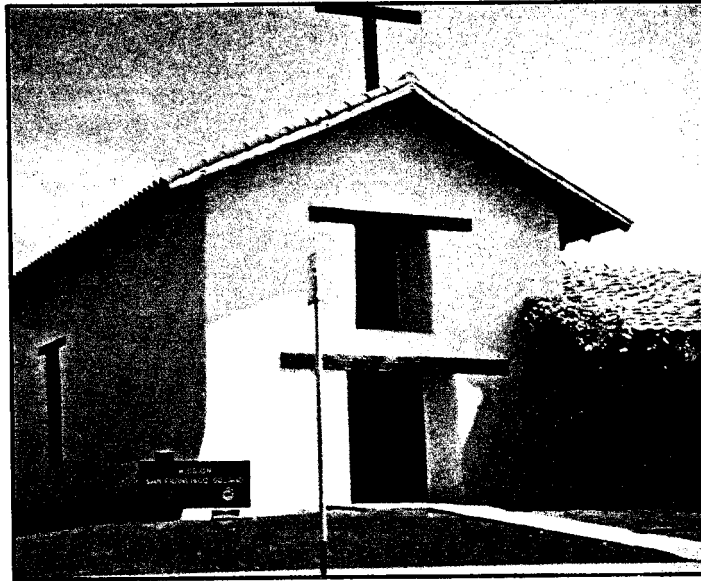
**SONOMA
COUNTY**

STAY - A - DAY

OR MORE!



Alexander Valley in Sonoma County; take Highway 101, go East of Healdsburg.



Northern-most California Mission — City of Sonoma — Across the street from California's Bear Flag Monument. Take Highway 12 East.

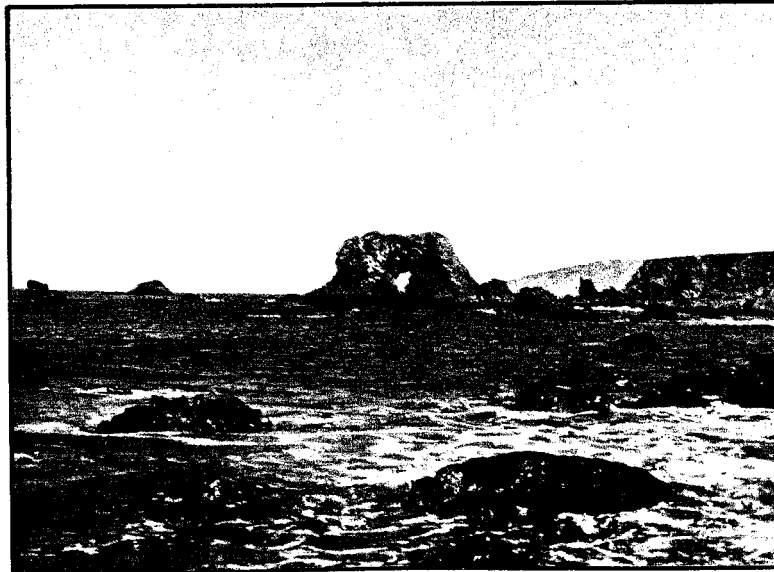
This copy is a gift to you from the Management, in appreciation of your visit with us — and in the hope that within its pages you will find some attractive nearby spots to visit — in historic, fascinating Sonoma County. It is designed to show you places well worth taking an extra day or so to visit. The map and a time chart inside will enable you to quickly determine distance and travel time from where you are now. To be sure not to miss anything — please read it all!

(This space for rubber stamp or sticker of distributor.)

HEALDSBURG CHAMBER OF COMMERCE
217 HEALDSBURG AVENUE
HEALDSBURG, CA 95448



Original Russian Church and Fortress — Fort Ross — Dates back to 1825 — Destroyed by fire, 1970 — Now restored. Take Highway 1.



Picturesque Sonoma Coast, much as it was when Sir Francis Drake first came in 1579. On Highway 1.

Preface

Sonoma County offers you . . . our welcome visitor . . . a delightful combination of scenic, historical and recreational pleasures.

Whether this is your first visit or a return visit to this great Northern California vacationland, we want to remind you of some of the historic and picturesque sights to see and the fun to be enjoyed while you are here . . . all close at hand.

California's earliest history was made in Sonoma County under the flags of seven different nations, and short trips will bring you to the colorful sites where stirring chapters of this history were written.

The undisputed beauty of Sonoma County's countryside, valleys, rivers, the coast and the redwoods are world renowned . . . all yours to enjoy.

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SANTA ROSA

(see map on pages 8-9 for location)

As so many visitors have said . . . and you will probably agree . . . "It must be a wonderful community in which to live!" For whether you are a casual visitor or one who may be seeking a new "hometown," a visit to Santa Rosa is pleasantly worthwhile.

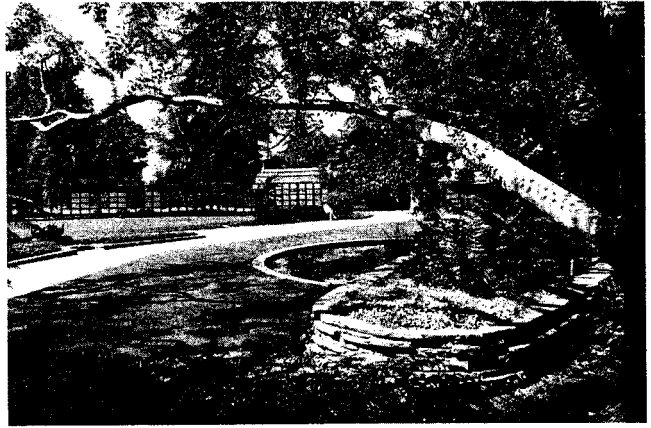
As County Seat and largest city in Sonoma County, Santa Rosa is called "The City Designed for Living." Golf courses, numerous swimming facilities, tennis, theatres, public parks, one of the West's largest shopping centers, and nearby recreational facilities serve residents and tourists alike. Excellent hotels, motels and restaurants help make your stay a delightful experience. Santa Rosa is rapidly becoming one of California's electronics industry locations because of its pleasant living conditions.

Santa Rosa's vivid past has made its contribution to Sonoma County's exciting history. The city was founded in 1833 by General Mariano Guadalupe Vallejo and became the County Seat in 1854. The influence of the Spanish, Mexican and early American periods are still reflected in the broad tree-lined streets and comfortable homes.

During your stay in Santa Rosa, visit the world-famous Luther Burbank experimental flower gardens and the Church Built of One Redwood Tree, now a Ripley museum.

Conventions up to 1,200 delegates are being successfully accommodated in Santa Rosa.

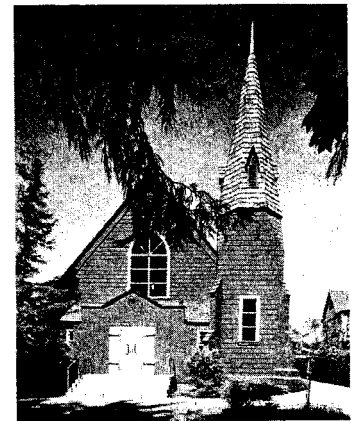
The Chamber of Commerce and Convention Bureau of Santa Rosa will give you prompt, personal assistance. Its Visitor Information Center and offices are located at 637 First Street and Santa Rosa Avenue, three blocks east from Highway 101, in Santa Rosa's Civic Center. Telephone (707) 545-1414.



Courtesy Santa Rosa Chamber of Commerce

LUTHER BURBANK MEMORIAL GARDENS in Santa Rosa. The world-famed naturalist's greenhouse workshop, preserved intact, is visible in the background. In 1979 Mr. Burbank's home was opened to the public.

"BELIEVE IT OR NOT" memorabilia of Robert L. Ripley, born and buried in Santa Rosa, is on display in this building.



Courtesy The Press Democrat

CHURCH BUILT OF ONE TREE. Constructed in 1875 from wood cut from one single enormous Redwood Tree. This Sonoma County landmark is situated on the edge of Juilliard Park across from Burbank's Garden in Santa Rosa and is open to the public 11:00 a.m. to 4:00 p.m. daily.



Courtesy Santa Rosa Chamber of Commerce

SANTA ROSA is the trading capital and medical center serving an area population of over 300,000. Endowed with excellent climate, great beauty and fine recreational facilities, this central Sonoma County city holds great attraction to increasing numbers of vacationing and convention visits. The County Fair and 12 days of horse racing is held here each July.

HISTORICAL LANDMARKS

Often referred to as the "cradle of California History," Sonoma County can lay claim to a past without parallel in the history of our Country. Seven flags have flown over the region . . . great nations have explored and laid claim to its land and attractions, leaving reminders . . . monuments . . . of people and events that played important roles in Sonoma County's past.

These California State Historical landmarks within Sonoma County are listed in order of their registered number. We invite you to visit each of these landmarks. . . a colorful part of America's great heritage. Some are in the City of Sonoma.



- #3 San Francisco Solano Mission — located in Sonoma, founded in 1823, the last and northernmost of the 21 missions established in California during the Spanish period, the mission has been restored. Historical museum is open 10:00 a.m. to 5:00 p.m. (see page 10)
 - #4 Vallejo Home — in Sonoma — built in the early 1850's by General Mariano G. Vallejo. Museum open daily 10:00 a.m. to 5:00 p.m. (see page 10).
 - #5 Fort Ross — located on the coast 13 miles north of Jenner. Fort built by Russian sea otter hunters in 1812-1841. Restored by the State — A major tourist attraction (see pages 5, 7).
 - #7 Bear Flag Monument — in Sonoma — (pictured here) commemorates the raising of the California Bear Flag in the brief Bear Flag Republic of 1846 (see page 10).
 - #17 Blue Wing Inn — in Sonoma — formerly one of the oldest hotels north of the San Francisco Bay. Here the famed bandit Joaquin Murietta supposedly stopped. Now has shops.
 - #18 Petaluma Adobe — four miles east of Petaluma — begun in the late 1830's, the largest adobe in California, from which General Guadalupe Vallejo ruled this ranching empire. Open to visitors daily 10:00 a.m. to 5:00 p.m. (see page 14).
 - #234 Luther Burbank Memorial Gardens — in Santa Rosa — Here the great naturalist engaged in his research and experimentation which gave the world plant creations never dreamed of before. Open to the public — noted for its beautiful flowers and fountains (see page 3).
 - #316 Sonoma Barracks — in Sonoma — built 1835. Where Vallejo billeted his Spanish and Mexican troops — facing famous Sonoma Plaza (see page 10).
 - #392 Buena Vista Winery and Vineyards 2 miles east of Sonoma — founded by a Hungarian nobleman, Agoston Haraszthy, in 1857. Birthplace of the California wine industry and with the oldest stone wine cellars in the State. Open daily (10:00 a.m. to 5:00 p.m.) (see page 12).
 - #496 Swiss Hotel — in the town of Sonoma original adobe built and occupied by Salvadore Vallejo. Now a restaurant.
 - #501 Salvadore Vallejo Adobe — in Sonoma — Built by Indian labor 1836-1846. Occupied by the brother of General Vallejo. Location of Cumberland College from 1858-1864.
 - #621 Italian-Swiss Colony — located at Asti — The Colony Winery was founded in 1881. Today, one of the largest wineries in the country. Public is invited to winetaste (see page 11, 12).
 - #627 Union Hotel — in Sonoma — Originally a one-story adobe. After the fire of 1866, a two-story stone hotel and adjacent frame hall were added. The Union Hotel was conducted as a hotel until 1955.
 - #667 Nash Adobe — in Sonoma — built in 1847. John Nash was taken prisoner for refusing to relinquish his post as Alcalde. The adobe has been restored.
 - #739 Samuel Sebastiani Winery — in Sonoma — founded in 1904. Home of the first vineyard in the Valley, planted in 1825 (see page 12).
 - #743 Jack London State Historic Park — in the Valley of the Moon — via Highway 12.
 - #893 Hop Kiln Winery — built in 1905. Established in 1975 by Dr. L. Martin & Martha Griffin. It is a converted hop kiln, restored (see page 12).
- (for locations of cities and towns in which these historical monuments are located, see map, pages 8-9).**

STATE & COUNTY BEACHES & PARKS . . . SONOMA COUNTY

(see map on pages 8-9 for location)

ARMSTRONG WOODS STATE RESERVE PARK

Located near Guerneville — renowned for the beauty of its redwood setting — 440 acres — 104 picnic units. The Colonel Armstrong tree is over 1,400 years old and towers 308 feet in the air. In the Redwood Grove is an outdoor theatre where various types of musical productions are staged from time to time (see page 6).

BODEGA HEAD

Picturesque rugged viewpoint west over Pacific Ocean, east toward inner Bodega Bay and shores. Site of abandoned atomic power plant deep excavation. Day parking nearby.

FORT ROSS STATE HISTORIC PARK

Historic outpost of the Russia-American Fur Company — located on a scenic Pacific coastal point, 13 miles north of Jenner — 15 picnic units. A Russian blockhouse and cannon will delight the children (see pages 4, 7).

KRUSE RHODODENDRON STATE RESERVE

Brilliant floral display in Spring — 10 miles north of Fort Ross, east of State Route 1.

JACK LONDON STATE HISTORIC PARK

“Valley of the Moon” of Jack London — one mile west of Glen Ellen. See the desk on which London wrote many of his famous novels and other London mementos in the “House of Happy Walls” (see page 10).

SONOMA COAST STATE PARK

A scenic and recreational area on the Pacific Ocean coastline — two miles north of Bodega Bay — 130 campsites — 13 picnic units (see page 7).

SONOMA STATE HISTORIC PARK

Includes Sonoma Mission, Vallejo Home, Toscano Hotel, Sonoma Barracks, the Plaza in Sonoma (see pages 4, 10).

PETALUMA ADOBE STATE HISTORIC PARK

(See pages 4, 14). Part of Sonoma State Historic Park. Vallejo's perfectly restored old ranch house and barracks is located near Petaluma.

DORAN PARK — BODEGA BAY

Located at Bodega Bay. It is county-operated and protected. There is plenty of space for overnight campers or trailers. Boat launching is available at Westside Park, located directly across Bodega Harbor. Picturesque fishing village nearby.

ANNADEL STATE PARK

4,900 acres of natural beauty. Hiking and riding trails only. No camping, no vehicles, no dogs allowed. Off Highway 12, a few miles east of Santa Rosa. Find Channel Drive, follow east to free parking area at edge of park.

SUGARLOAF RIDGE STATE PARK

Near Kenwood, on Highway 12. 50 primitive campsites, piped in drinking water, pit-type restrooms. May close in bad winter months.

SALT POINT STATE PARK

Pacific Coast Highway 1 via Jenner. 31 primitive campsites, picnic area, fishing, skin diving, riding and hiking trails.

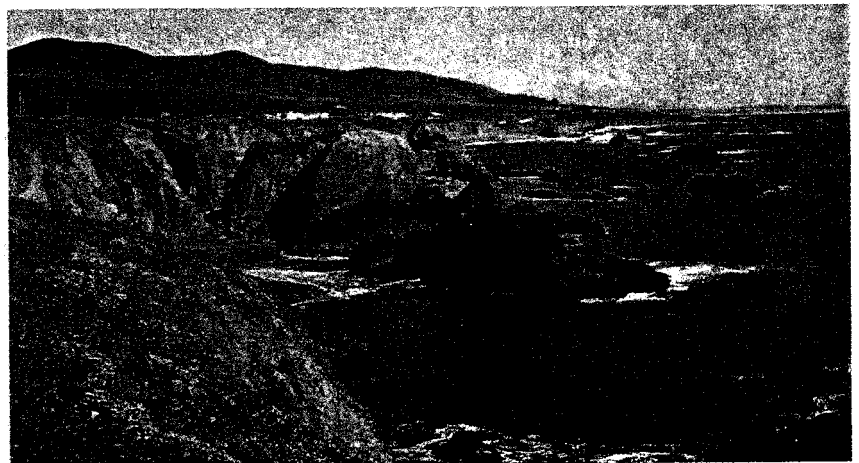
RAGLE RANCH PARK

On Ragle Road in Sebastopol just north of Bodega Avenue. 155 acres of natural beauty for picnicking, hiking and horseback riding.

For you . . . our welcome visitor . . . the beaches and parks in Sonoma County are uniquely interesting. There are mountains, sandy beaches, magnificent Redwoods and areas of historical significance, set aside for your pleasure and enjoyment.



Courtesy Chamber of Commerce



Courtesy Russian River Chamber of Commerce

From Jenner south to Bodega Bay, Sonoma Coast State Park extends more than ten miles, providing areas for picnicking, camping, excellent fishing and shell and driftwood collecting.

THE RUSSIAN RIVER REGION

(see map on pages 8-9 for location centered on Guerneville)

STAY-A-DAY or two longer in Sonoma County for a fun-filled visit in the famous Russian River recreational playland.

SEBASTOPOL — This southern gateway to the Russian River country is a delightful community . . . home of the Enmanji Japanese Temple . . . nestled in beautiful rolling country dotted with oaks and orchards. The blossoming apple trees around Sebastopol draw thousands of sightseers at Eastertime when the blooms are at their height. A Chamber of Commerce Information Office can direct you to nearby accommodations and eating places. Christmas tree farms, golf courses, fresh apples and berries. A train runs down Main Street from time to time.

RIO NIDO-GUERNEVILLE-MONTE RIO — These delightful resort communities line the Russian River in a setting of Redwoods. The region offers relaxation and sport for every taste. Swimming, boating and water sports fill the summer. Spring and fall are for hiking and picnics. In winter, steelhead runs attract hundreds of fishermen.

Armstrong Redwood State Park, beautiful golf course facilities and the river are close at hand. You'll find excellent resorts and restaurants serving a wide selection of fine food to make your visit even more pleasant.

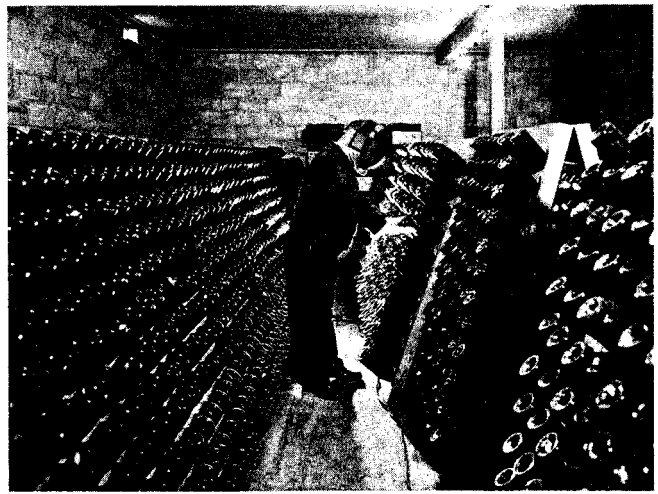
CAZADERO — A former logging community, now the site of a picturesque lodge and other recreational and camping facilities. Located among tall trees, Cazadero is reached by Cazadero Highway from Highway 116 West.

OCCIDENTAL — Pause in this colorful hamlet, located in a setting of forests and mountains. Enjoy the delicious food offered in a number of unexcelled Italian restaurants . . . and one of the oldest hotels in California.

Convention and group meeting facilities are available in this area. Inquiries as to details and services available should be made directly to the local Chambers of Commerce.

Russian River Chamber of Commerce
Armstrong Woods Rd. — 869-2584
Guerneville, California 95446

Sebastopol Chamber of Commerce
144 Weeks Way — 823-3032
Sebastopol, California 95472



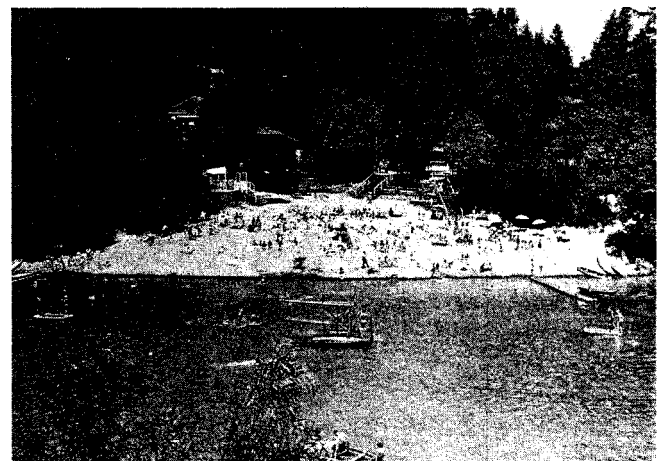
Courtesy Russian River Chamber of Commerce

World-renowned champagne cellars are located near Rio Nido — over a century old.



Courtesy Healdsburg Chamber of Commerce

Canoeing down the Russian River in fun parties is a favorite pastime. Check with Chambers of Commerce for equipment rental locations.



Courtesy Russian River Chamber of Commerce

Sunny Russian River beaches attract thousands of vacationers each year. Swimming and boating are favorite pastimes in this delightful resort region.

THE SONOMA COUNTY COAST

(see map on pages 8-9 for location)

Here is some of the most magnificent and photogenic coastline in the world. Coastal bluffs, steep slopes and fields on the headlands and the beach coves of the Sonoma County Coast offer you year-round rugged beauty and outdoor recreation overlooking the Pacific Ocean.

Shorebirds and waterfowl are in abundance. Fishing, beachcombing for rockhounds and driftwood collectors, hiking, surf wading, picnicking and camping are some of the pleasures offered you in this coastal region.

BODEGA BAY — A picturesque, open-to-the-sea, commercial fishing fleet harbor, famed for fine seafood restaurants. Seventy-acre Doran Park, county-owned and operated, lies between the bay and ocean and is favored for beach picnics, overnight camping, sport fishing and boating. A small boat launching ramp and winch is open to the public at Westside Park located directly across Bodega harbor. Sport fishing party boats are available at Bodega Bay, with overnight accommodations nearby. Alfred Hitchcock's motion picture, "The Birds", was filmed here.

JENNER-BY-THE SEA — In a setting of rugged, picturesque beauty at the mouth of the Russian River, this fishing area attracts coast visitors to its excellent seafood restaurants and curio shops. A major recreational harbor is planned. Nearby is picturesque Goat Rock.



Courtesy Chamber of Commerce

FORT ROSS — 13 miles up the coast from the mouth of the Russian River . . . visitors may gaze out to sea from old blockhouse windows, where cannons once guarded the approaches. The old church, destroyed by fire in 1970, has been fully restored.

FORT ROSS — State Historic Park. The structures at world-famed Fort Ross are our reminders of Russian efforts to establish a base on the California coast for sea otter hunting in 1812. Most of the stockade, the Greek Orthodox Church and the Russian Commandants's house have been, or are being, authentically restored.

TIMBER COVE — The Northern Sonoma County coast, including the Timber Cove area, holds special pleasure for visitors. In the winter, the Grey Whales may be seen a few hundred feet offshore as they migrate south. Large moss-covered rocks stand as sentinels along the coast in this area.

STEWARTS POINT — "Salt-Box" white-washed homes, reminiscent of New England, and Stewarts Point Hotel, a coastal landmark, are today's reminders that Stewarts Point was once a thriving lumber mill town and shipping port to Fisherman's Bay. Famous for abalone, the Stewarts Point area attracts hundreds of sports fishermen annually. It may be reached by the shoreline Highway 1, or by picturesque Skaggs Springs Road (128) west from Highway 101 (the Redwood Highway) at Geyserville.

Inquiries as to details and services available should be made directly to the local Chambers of Commerce.

Bodega Bay Area Chamber of Commerce
Highway 1 — 875-3950
Bodega Bay, California 94923



Courtesy Chamber of Commerce

Forty miles of Sonoma County's Pacific Ocean coastline, from Doran Park, Bodega Bay, to Stewart's Point, offer the visitor exciting scenic beauty and recreational fun. At Bodega Head see the hole for the atomic power plant that never got built.

Place this map on the seat of your car to help guide you . . .

(That's why this fine booklet is not stapled together!)

Hwy.

Hwy.



SONOMA COUNTY

Study this "Stay-A-Day" map. It will reveal a number of interesting alternate routes or "circular" drives you may choose for your Stay-A-Day pleasure.

TRAVEL TIME CHART

This chart is calculated to the nearest 1/4 hour. Times are computed by principal routes at normal driving speeds. (To find time between towns, see example illustrated in blue)

	ARMSTRONG GROVE	BODEGA BAY & DORAN PARK	CAZADERO	CLOVERDALE & ASTI	COTATI	FORT ROSS	GEYSERVILLE	GUERNEVILLE	HEALDSBURG	JENNER-BY-THE-SEA	KRUSE RHODODENDRON	MONTE RIO	OCCIDENTAL	PETALUMA	RIO NIDO	ROHNERT PARK	SANTA ROSA	SEBASTOPOL	SONOMA	STEWARTS POINT via TIMBER COVE
3/4																				
1/2	1																			
1	1-1/2	1-1/4																		
3/4	1	3/4	1																	
1	1	1-1/2	1-3/4	1-1/4																
3/4	1-1/4	1-1/4	1/4	3/4	1-3/4															
1/4	3/4	1/2	1	1/2	1	3/4														
1/2	1	3/4	1/2	1/2	1-1/2	1/4	1/2													
1/2	1/2	3/4	1-1/4	3/4	1/2	1-1/4	1/2	1												
1-1/4	1-1/4	1-1/2	1-3/4	1-1/2	3/4	1-1/2	1	1-1/4	3/4											
1/4	1/2	1/2	1	1/2	1	3/4	1/4	3/4	1/2	1										
1/2	1/2	3/4	1-1/4	3/4	1-1/4	1	1/2	1-1/2	1/2	1-1/2	1/4									
3/4	3/4	1-1/4	1	1/4	1-3/4	1	3/4	1/2	3/4	1-3/4	3/4	3/4								
1/4	3/4	1/2	1	3/4	1	3/4	1/4	1/2	1/2	1	1/4	1/2	3/4							
3/4	3/4	1-1/4	1		1-3/4	3/4	3/4	1/2	3/4	1-1/2	1/2	3/4	1/4	3/4						
1/2	1		3/4	1/4	1-1/2	1/2	1/2	1/4	3/4	1-3/4	1/2	1/2	1/2	1/2	1/4					
1/2	1/2	1	1	1/4	1-1/2	1-1/4	1/2	1/2	3/4	1-1/2	1/2	1/4	1/2	1/2	1/2	1/4				
1-1/4	1-1/2	1-3/4	1-1/4	1/2	2	1	1	3/4	1-1/4	1-1/2	1	1-1/2	1/2	3/4	1	1/2	3/4			
1-1/2	1-1/2	1-3/4	1-3/4	2-1/4	1/2	2	1-1/4	1-1/2	1-1/4	1/2	1-1/4	1-1/2	2-1/4	2-1/4	1-1/4	2	1-3/4	2-1/2		

CALENDAR OF SONOMA COUNTY ANNUAL EVENTS

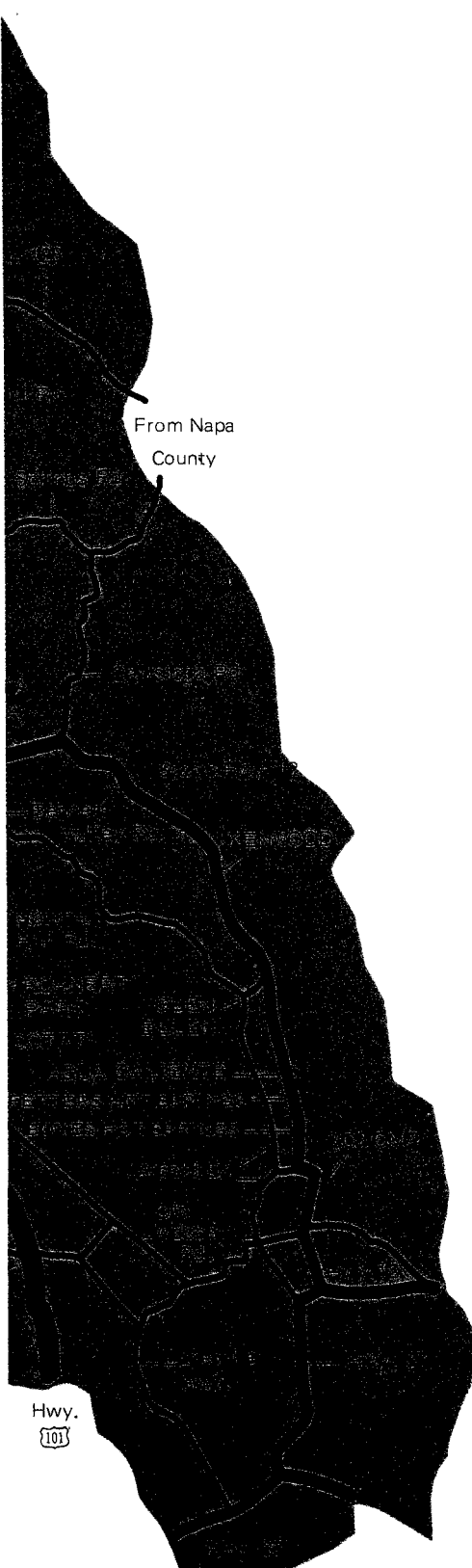
(Check with local Chambers of Commerce for exact dates. Telephone numbers are on Page 13, bottom right.)

- | | |
|------------------|--|
| JANUARY | CLOVERDALE — Fiddle Contest, Crab Cioppino Feed.
SANTA ROSA — California Junior Miss Pageant. |
| FEBRUARY | CLOVERDALE — Citrus Fair and Parade. |
| MARCH | GRATON — Flower Show. HEALDSBURG — Spring Blossom Tour (late March or early April). SEBASTOPOL — Camellia Show. |
| APRIL | BODEGA BAY — Fisherman's Festival. CLOVERDALE — Kite Festival. HEALDSBURG — Wine Symposium. SANTA ROSA — Camellia Show, Miss Sonoma County Pageant. SEBASTOPOL — "Easter Time Is Apple Blossom Time" (Festival, Parade & Blossom Tour). |
| MAY | CLOVERDALE — Ram Sale & Sheep Dog Trials. HEALDSBURG — Russian River Wine Fest, Future Farmers Country Fair. PETALUMA — District 3 Dairy Princess Ball, Art in the Park. SANTA ROSA — Luther Burbank Rose Festival & Parade. |
| JUNE | GUERNEVILLE — Stumptown Days, Parade & RCA Rodeo. HEALDSBURG — AAU Fitch Mountain Footrace. SANTA ROSA — Golden Gate Arabian Horse Show, Artrium Festival (graphic & performing arts). SONOMA — Celebration, Ox Roast, Art Show, Antique Show, Turkey BBQ. PETALUMA — Sonoma-Marin Fair. |
| JULY | CLOVERDALE — Fireworks Program, Turtle Race & BBQ. KENWOOD — 4th of July celebration with Championship Pillow Fights. MONTE RIO — Water Carnival. PETALUMA — 4th of July Parade, Old Fashion Faire & Picnic, Walkathon. SANTA ROSA — Sonoma County Fair & Pari-mutuel Horse Racing, Senior Olympics Ice Hockey Tournament. SEBASTOPOL — 4th of July RCA Rodeo, Terriyaki Barbecue (Buddhist Temple). SONOMA — Old-fashioned 4th of July. |
| AUGUST | CLOVERDALE — Art Festival. PETALUMA — Old Adobe Days Fiesta, Ugly Dog Contest. SEBASTOPOL — Fuschia Show, Gravenstein Apple Fair. SANTA ROSA — Annual Statewide Outdoor Art Show, California State Horsemen's Association Annual Horseshow, Pacific Coast Flyway Decoy Carvers & Decoy Collectors Meet. |
| SEPTEMBER | GUERNEVILLE — Pageant of Fire Mountain, Russian River Jazz Fest. PETALUMA — Art in the Park, Heritage Home Tour. ROHNERT PARK — Founders Day. SANTA ROSA — Scottish Gathering & Games. SONOMA — Vintage Festival, Turkey BBQ. |
| OCTOBER | GRATON — Flower Show. PETALUMA — World's Championship Wrist Wrestling Contest. SANTA ROSA — Harvest Fair, Western Counties Quarter Horse Association Show. HEALDSBURG — Harvest Hoedown. |
| NOVEMBER | SANTA ROSA — Annual Pacific Coast Cutting Futurity. SEBASTOPOL — Christmas Faire. |
| DECEMBER | CLOVERDALE — New Year's Eve Fireman's Ball. HEALDSBURG — Redwood Empire Invitational Basketball Tournament. SANTA ROSA — Lighting of the Tree of Lebanon (Luther Burbank Memorial Gardens). |

AIRPORT FACILITIES

Cloverdale — Healdsburg — Petaluma — Sonoma Valley — Santa Rosa and Sonoma County Airport.

Scheduled Passenger and Air Freight Service:
Sonoma County Airport — FAA Control Tower and Instrument Landing System. Check your air maps for radio frequency.



Sonoma Valley

(see map on pages 8-9 for location)

AGUA CALIENTE—FETTERS SPRINGS— BOYES HOT SPRINGS— SONOMA—GLEN ELLEN

One of the great treats in store for Sonoma County guests is a visit in the world-famous Sonoma Valley. Delightful towns, including history-steeped Sonoma, Boyes Springs, Fetters Springs, Agua Caliente and Glen Ellen, make up this favored recreational region of Sonoma County. Jack London's fabulous Valley of the Moon is visible from his old home in Jack London State Historic Park (open to the public). Magnificent old wineries (including the first one built in California), the original Sonoma Mission, restored Mexican adobes, General Vallejo's home (complete with original furnishings), the historic plaza where the Bear Flag Republic was formed and the California flag was first raised . . . all these and more for the sightseer. Championship golf course, picturesque festivals, unique restaurants — all these and more for the vacationer and convention visitor.

Convention and group meeting facilities are available in this area. Inquiries as to details and services available should be made directly to the local Chambers of Commerce.

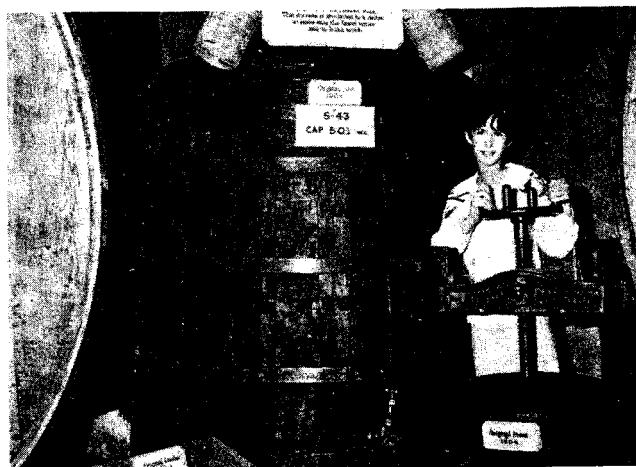
For helpful assistance and information:

Sonoma Valley Chamber of Commerce
453 First Street East — 996-1033
Sonoma, California 95476



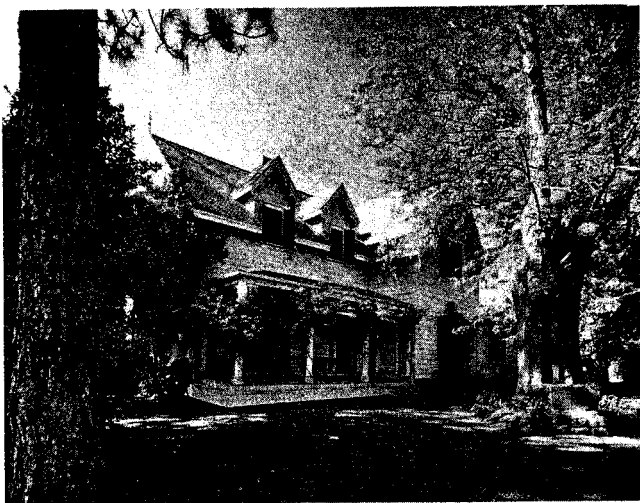
Courtesy Chamber of Commerce

SAN FRANCISCO SOLANO MISSION — The last and northern-most in the great chain of California missions was founded in 1823 at Sonoma. This State Historical landmark has been restored and is open to the public as a museum.



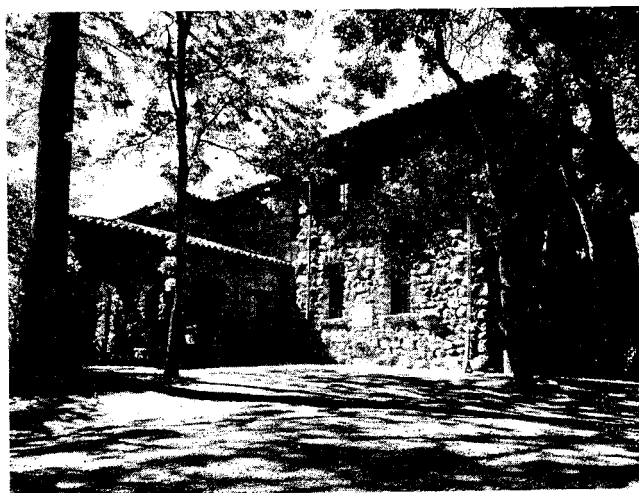
Courtesy Sonoma Valley Chamber of Commerce

ANCIENT WINE PRESSES may be seen at Sonoma wineries.



Courtesy Santa Rosa Chamber of Commerce

VALLEJO HOME — This charming Victorian-style home was erected by General Mariano G. Vallejo at Sonoma in the early 1850's. Visitors may tour both the home and the chalet storage house, which are state museums.



Courtesy Santa Rosa Chamber of Commerce

HOUSE OF HAPPY WALLS — Home of Jack London's widow now contains the famed author's mementos. Open daily 10 to 5. Located near Glen Ellen at Jack London State Historic Park, also open daily.

NORTHERN SONOMA COUNTY

(see map on pages 8-9 for location)

STAY-A-DAY . . . for sightseeing and recreation offered in the Northern Valleys of Sonoma County. This area is generously blessed with natural scenic beauty and ideal summer weather.

HEALDSBURG — On one of the fine recreation stretches of the Russian River, Healdsburg is a popular vacation area. Memorial Beach provides free swimming and the Boat Club maintains a ramp for small boat launching. Water skiing, motor boating, canoeing and wineries, plus newly acquired picnic facilities, provide summertime fun for hundreds of visitors. The beauty of the countryside is at its height in March, when prune trees are in blossom. Canoe trips may be arranged which take the traveler down the winding Russian River to Guerneville (see the local Chamber of Commerce for detailed information).

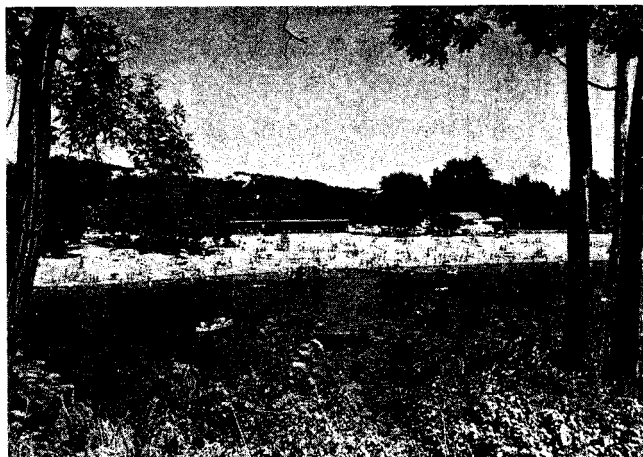
GEYSERVILLE — In the heart of the vineyard and orchard country, just across the Russian River from fertile Alexander Valley, Geyserville is the gateway to some of the County's best fishing and hunting country, and takes its name from the steam geysers which belch from the earth in rugged mountain country of prehistoric appearance lying a few miles to the east. The steam is now used to drive the world's only privately-owned geyser-powered electricity plants.

CLOVERDALE — You'll enjoy the charm of Sonoma County's northernmost town. Its attractions include the annual Citrus Fair in February and, close at hand, one of the largest wineries in the country at Asti, the home of "That Little Old Winemaker . . . Me" of TV fame. Here, you will enjoy the wine-tasting hospitality which attracts thousands of visitors annually. Nearby are two unique churches modeled after wine vats.

For additional information and assistance contact:

Healdsburg Chamber of Commerce
217 Healdsburg Avenue — 433-6935
Healdsburg, California 95448

Cloverdale Chamber of Commerce
Sonoma & Mendocino Counties
Information Center Owl Plaza — 894-2862
Cloverdale, California 95425



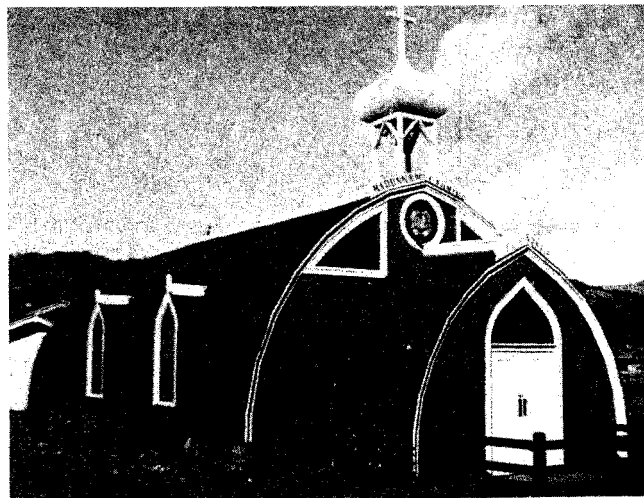
Courtesy Healdsburg Chamber of Commerce

HEALDSBURG MEMORIAL BEACH — Summertime mecca for visitors who enjoy swimming, canoeing and water skiing. Facilities include bath houses, picnic-barbecue park and a refreshment stand.



Courtesy Healdsburg Chamber of Commerce

A WIDE VARIETY of water-recreational activities have earned the Healdsburg-Russian River area a reputation as one of the favorite playgrounds for Sonoma County's visitors.

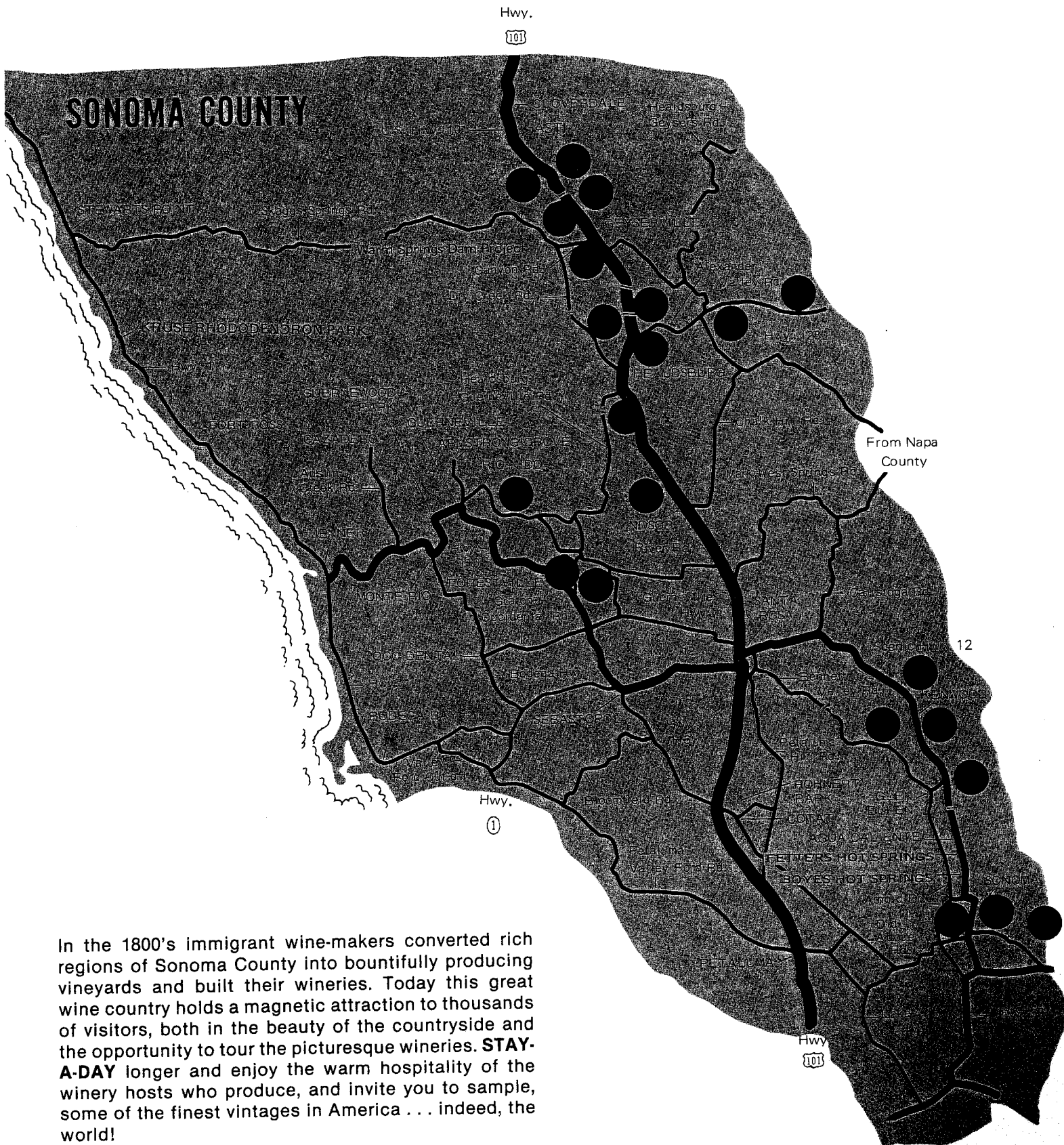


Courtesy Cloverdale Chamber of Commerce

KNOWN AS the "Church built in the shape of a wine cask," El Carmelo Catholic Chapel was built near Cloverdale in 1907. Today — as in the past — El Carmelo is a missionary chapel. Its unique design and its beautiful vineyard setting attracts scores of visitors annually.

SONOMA COUNTY WINE MAP

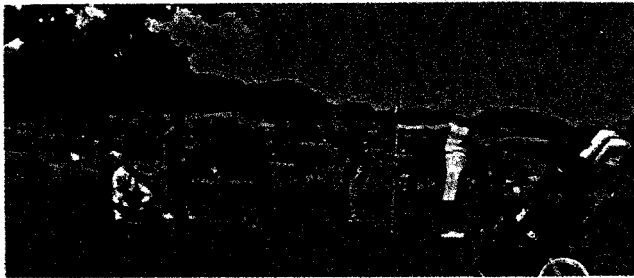
Dots indicate locations of established wine-tasting wineries. New ones are being added each year. Check nearby Chambers of Commerce for hours and names of individual wineries



In the 1800's immigrant wine-makers converted rich regions of Sonoma County into bountifully producing vineyards and built their wineries. Today this great wine country holds a magnetic attraction to thousands of visitors, both in the beauty of the countryside and the opportunity to tour the picturesque wineries. **STAY-A-DAY** longer and enjoy the warm hospitality of the winery hosts who produce, and invite you to sample, some of the finest vintages in America . . . indeed, the world!

RECREATIONAL AND SPECIAL ATTRACTIONS

During your Sonoma County stay, we hope you will enjoy some or all of the adventures in sightseeing and recreation that we have briefly brought to your attentions. **STAY-A-DAY** wouldn't be complete without mentioning some special attractions and recreational facilities . . . more for you to enjoy while you are Sonoma County's guest.



For golfers, there are nine and 18-hole public courses in most regions of Sonoma County where you can enjoy your favorite recreation. Here is an alphabetical listing of the communities where golf courses are open to the public: Healdsburg, Monte Rio, Rohnert Park, Santa Rosa, Sebastopol and Sonoma Valley.

Chambers of Commerce (in these areas) can give you specific information.



Petaluma, The Russian River (Guernewood Park), Duncans Mills and Santa Rosa all have public stables and colorful trails, where the horseback riding enthusiast can enjoy his favorite sport. The raising of thoroughbred horses is becoming an important industry to Sonoma County. Before planning to ride, check the Chambers of Commerce in those areas for additional information.

Codding Natural History Museum is located at 557 Summerfield Road (opposite Howarth Park) in Santa Rosa. Hours: Tuesday, Wednesday — 9-12 and 1-5. Thursday—1-5. Saturday and Sunday—1-5. No admission charge.



There are public swimming pools throughout Sonoma County where you can enjoy refreshing fun. Chambers of Commerce in the following communities can direct you to municipal and privately owned pools where the visiting public is invited: Sonoma Valley, Cloverdale, Rohnert Park, Santa Rosa and Sebastopol.

Telephone numbers and addresses of Chambers of Commerce of Sonoma County with Information Offices are listed below. Their staffs will be happy to answer your questions concerning points which may be of special interest to you.

- Bodega Bay Area 875-3950
Highway 1, Bodega Bay
- Cloverdale 894-2862
Owl Plaza
- Cotati 795-5508
315 E. Cotati Avenue
- Guerneville-Russian River Region . . . 869-2584
14034 Armstrong Woods Road
- Healdsburg 433-6935
217 Healdsburg Avenue
- Petaluma 762-2785
314 Western Avenue
- Rohnert Park 795-7429
7300 Commerce Boulevard
- Santa Rosa 545-1414
637 First Street & Santa Rosa Avenue
- Sebastopol 823-3032
144 Weeks Way
- Sonoma Valley 996-1033
453 First Street East

SOUTHERN SONOMA COUNTY (see map on pages 8-9 for location)

Those visiting southern communities and points of interest in Sonoma County will enjoy easy drives in a beautiful agricultural setting of fertile plains and rolling dairylands . . . an area which is experiencing solid, steady growth of new industry.

PETALUMA — Noted for egg and poultry production. Here, some of California's finest chickens, ducks and turkeys are processed and packaged for market. Petaluma is also a major dairy industry center. Petaluma is proud of her Victorian homes, many restored to their original grandeur. A tour of historic Iron Front Buildings can be enjoyed by requesting from the Petaluma Chamber of Commerce the "Iron Front Walking Tour" pamphlet. This community is an inland port at the head of a navigable water-way connecting Southern Sonoma County with San Francisco Bay. Some of Petaluma's industries invite visitors, others do not, but the local Chamber of Commerce will know those where you will be welcome. The famous electronic executives desks and custom office furniture are designed and built here for international markets.

For the pleasure seeker, golfing, fishing and boating are close at hand, and a fine highway over the coastal hills leads to Pacific Ocean beaches. An annual Petaluma attraction is the colorful four day Sonoma-Marin Fair, which is held in June.

Four miles east of Petaluma, visitors can tour Vallejo's Petaluma Adobe. Built by the General in the early 1830's as headquarters of his far-reaching empire, the adobe and large ranch-house, a State historical landmark, has recently been restored and is open to the public from 10:00 a.m. to 5:00 p.m. daily.

COTATI AND ROHNERT PARK — North of Petaluma toward Santa Rosa, are the communities of Cotati and Rohnert Park. Rohnert Park has two 18-hole public golf courses, with pro shop, refreshment facilities, driving range and practice putting green. For relaxing or picnicking there are several public parks in the city.

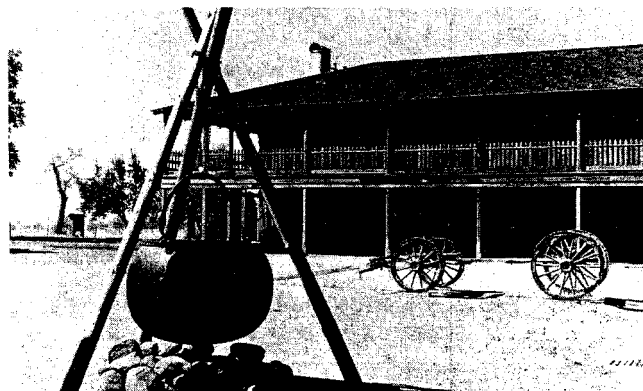
Adjacent to these two communities is Sonoma State University established in 1960.

Convention and group meeting facilities are available in this area. Inquiries as to details and services available should be made directly to the local Chambers of Commerce.

Petaluma Area Chamber of Commerce
314 Western Avenue—762-2785
Petaluma, California 94952

Cotati Chamber of Commerce
8220 Old Redwood Highway—795-5508
Cotati, California 94928

Rohnert Park Chamber of Commerce
7300 Commerce Boulevard—795-7429
Rohnert Park, California 94928



Courtesy Chamber of Commerce

VALLEJO'S PETALUMA ADOBE, ranch headquarters of the former Commandante of Alta, California, four miles east of Petaluma, presents a commanding view of the valley, as well as relics of the past.



Courtesy Greater Petaluma Area Chamber of Commerce

THIS BEAUTIFUL dairy ranch setting is typical of the rolling and fertile valleys of Southern Sonoma County. The region's Grade A dairies serve the Bay Area.



Courtesy Greater Petaluma Area Chamber of Commerce

POULTRY RAISING, egg production and processing is big business in Petaluma, the growing industrial center of Southern Sonoma County.

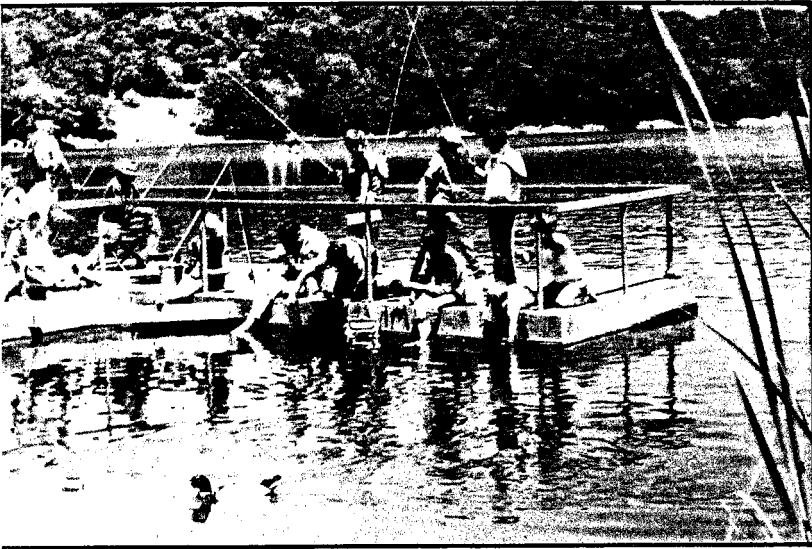
Photogenic!



There's lots to see and snap in
SONOMA COUNTY

1,579 square miles of unusually diversified beauty, from beaches, rugged coastlines and the Russian River to agricultural plains and valleys in the cattle and wine sections. Trees range from mighty redwoods to native oak, fruit, nut and ornamental trees. Flowers are abundant. See page 4 for historic sites, page 5 for beaches and parks, page 8 for road map.

This literature was financed by the Chamber of Commerce, the County of Sonoma and the City of Santa Rosa as a service to visitors.



Children's Paradise — Lake Ralphine — Santa Rosa

Courtesy Betty Furr



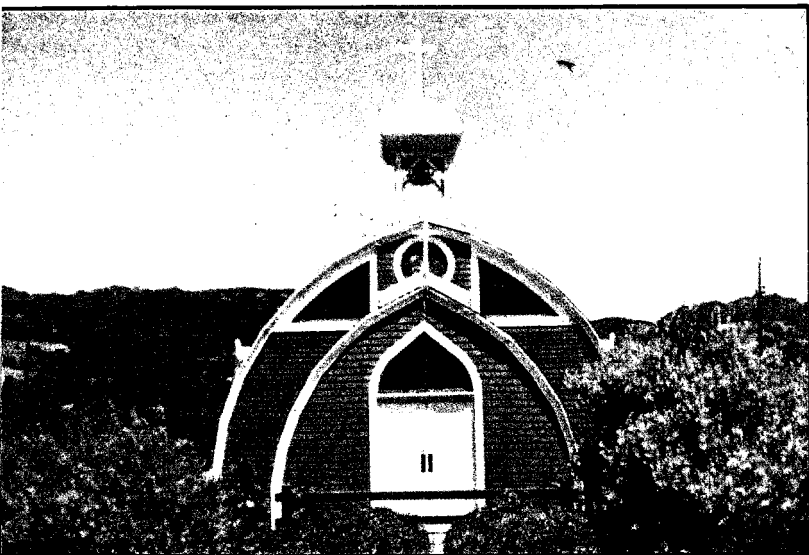
Petaluma Adobe and Vallejo's Ranch Home



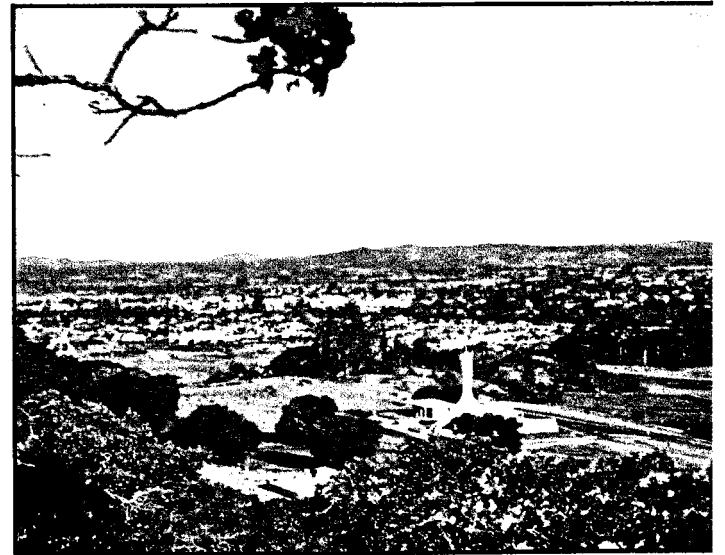
Juilliard Park — Santa Rosa



General Vallejo's Old Home — Sonoma



Unique Wine-barrel Church — Asti (see Sonoma County Wine Map, page 12)



Santa Rosa Val

Sonoma County **STAY-A-DAY** was developed by volunteer members of the Advertising, Publicity & Public Relations Committee of the Chamber of Commerce of Santa Rosa: Chairman Dan Bowerman, Bill Bertram, Jim Donaghy, Frank McLaurin, Leland Levinger, Scott Taylor and Thomas Cox, in cooperation with the members of the Chambers of Commerce of Sonoma County.



E. & J. GALLO WINERY

May 26, 1982

Modesto, California

Bureau of Alcohol, Tobacco & Firearms
1200 Pennsylvania Avenue, NW
Washington, DC 20226

FILE: Northern Sonoma Viticul-
tural Area

ATTENTION: Richard A. Mascolo

RE: YOUR LETTER R:R:R:JAL/5120

*Paul
6-1-82*

Dear Mr. Mascolo:

In response to your request for clarification of Part iii, we have revised page five of the petition for establishment of the Northern Sonoma Viticultural Area. We did not include the supplemental information you asked for regarding acreages, since we were not sure where it belonged in the petition.

38,460 + The total number of acres in the proposed viticultural area are approximately 345,000. Of these, approximately 24,000 are currently being utilized for viticulture. Finally, there are, according to the Wines and Vines Buyer's Guide Issue for 1982, 72 wineries within the proposed viticultural area.

If you have any further questions, please do not hesitate to contact us.

Very truly yours,

E. & J. GALLO WINERY

Paul C. Thorpe
Attorney in Fact

PCT:omm
WP

- cc: Elmo Martini
- Terry D. Harrison
- Audrey M. Sterling
- Jack Fitzgerald
- Robert Ellis
- Milton Kielsmeier
- Kathy Kielsmeier
- Perry Glover
- Dorothy Glover
- Ted Seghesio
- Gary Chesak
- Michele H. Mabry
- Al Blasi
- B. J. Bird
- Charles Kline
- Cecil O. DeLoach, Jr.
- Christine DeLoach
- Gary B. Heck
- Louis J. Foppiano

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

Areas which have the characteristics of Regions I, II, and III, can be found spotted as micro-climates throughout this entire area, and there are no individual characteristics of any one of the three areas encompassing Northern Sonoma which are different enough to require their separation from the others. Their geographical characteristics, climate, soil, elevation, physical features, all are similar and are features of this proposed area. Owing to the great diversity of this area, we are relying principally on its historical usage as justification, rather than geography.

Our boundaries do, however, relate to valid geographic considerations. On the west, the land excluded is mountainous and relatively inaccessible. The same is true of some of the land included, but we selected peaks which are easily seen to mark this boundary rather than attempting to follow contour lines or section lines which can be found only by a suitably equipped survey party. On the south, there is no viticultural activity. The land is either urban or about to be urbanized, especially in the Cotati Valley and is either used for pasture or unused for any agricultural activity whatsoever. There are some new vineyards northeast of Santa Rosa in the gap between our proposed area and the Sonoma Valley viticultural area, but this area is excluded at the specific request of the principle grower, Fred J. Fisher, who did not want the area to be included in either Sonoma Valley or Northern Sonoma. In the east, we follow the ridge separating Sonoma from the Napa and Lake viticultural areas. At the north, we have used the Mendocino County line for convenience to traverse the mountainous break between the Sonoma and Mendocino viticultural areas.



E. & J. GALLO WINERY

June 11, 1982

Modesto, California

Bureau of Alcohol, Tobacco & Firearms
1200 Pennsylvania Ave., NW
Washington, DC 20226

FILE: Northern Sonoma
Viticultural Area

ATTENTION: Mr. John A. Linthicum

Dear John:

This will confirm our discussion last week concerning revision of the western boundary of the proposed Northern Sonoma Viticultural Area. I have enclosed a copy of Page 7 of the petition showing the revised description of the boundary line.

This expansion will add approximately 60 additional square miles or 38,400 acres. There is no change in the estimated number of acres under vines as the figure given in my last letter was derived from figures for the entire Sonoma County subtracting out Sonoma Valley.

Again, let me thank you for your assistance in getting this petition into shape for publication.

Very truly yours,

E. & J. GALLO WINERY

Paul C. Thorpe
Attorney in Fact

PCT:omm
WP

cc: Elmo Martini
Terry D. Harrison
Audrey M. Sterling
Jack Fitzgerald
Robert Ellis
Milton Kielsmeier
Kathy Kielsmeier
Perry Glover
Dorothy Glover
Ted Seghesio
Gary Chesak
Michele H. Mabry
Al Blasi
B. J. Bird
Charles Kline
Cecil DeLoach, Jr.
Christine DeLoach
Gary B. Heck
Louis J. Foppiano

11. Proceed south approximately 17° west, about eight and one-half miles to an unnamed peak (known locally as Fry 2) carrying an elevation marker at 2468 feet in the southeast corner of Section 6, Township 9 North, Range 11 West, Mt. Diablo Meridian (this peak is located in Section 5 on the 1978 Warm Springs Dam 7.5 minute map).
12. Proceed south approximately 10° west about seven and one-quarter miles to Big Oat Mountain, elevation 1404.
13. Proceed south approximately 13° east about two and three-quarter miles to Pole Mountain, elevation 2204.
14. Proceed south approximately 55° east about four and three-quarter miles to the confluence of Austin Creek and the Russian River.
15. Proceed easterly along the Russian River to Monte Rio and the point of beginning.