

A History of the Wine Industry of
Santa Clara County, California

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by

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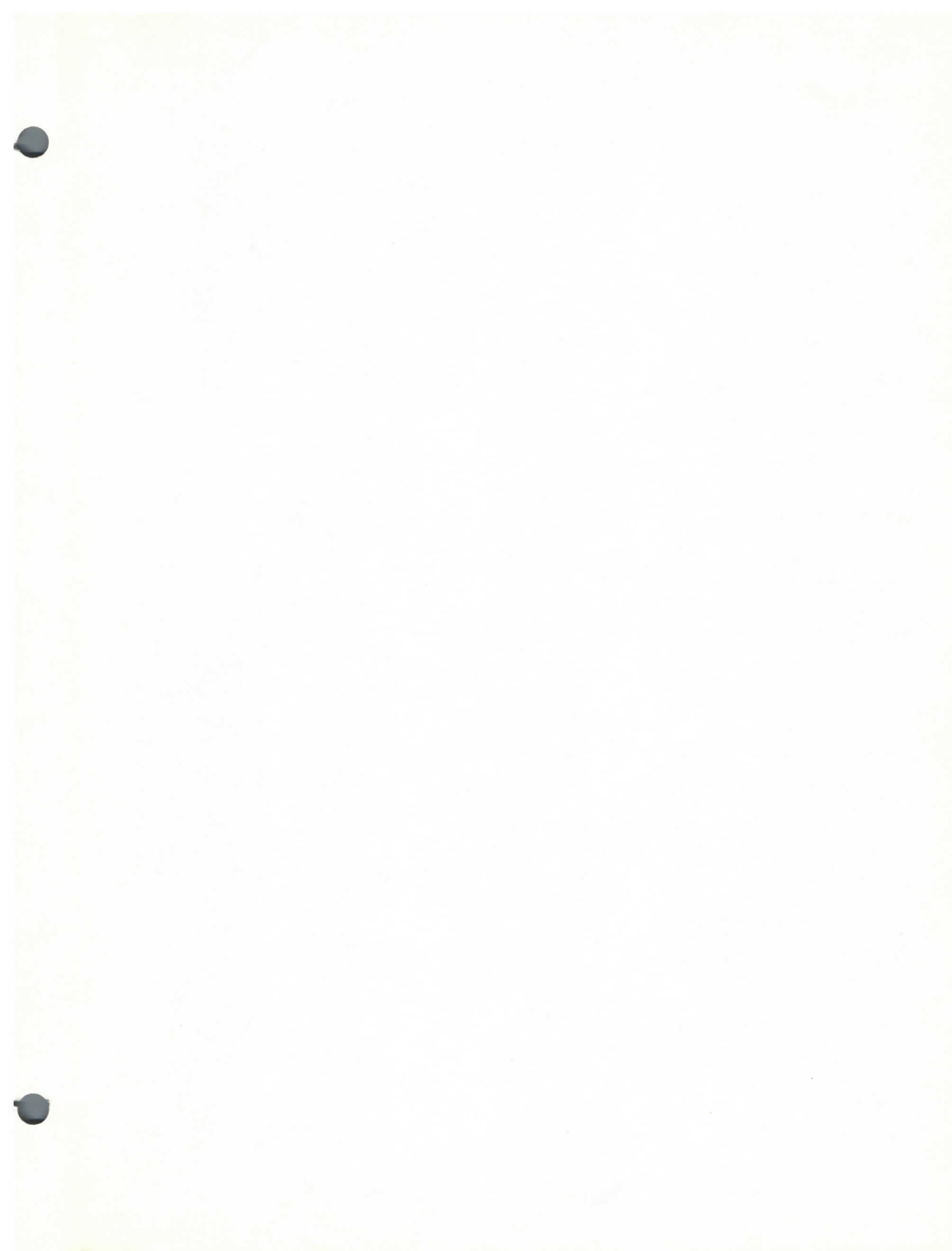
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A casual observer of the highly urbanized and industrialized area of Santa Clara County, California, would probably never imagine that Santa Clara County is world famous for its fine table wines and champagnes. However, it is a fact that Santa Clara County has a long and honorable history of winegrowing and winemaking. Presently there are some twenty-four wineries in the area including such quality labels as Paul Masson, Almadén, Mirassou, and Martin Ray. Santa Clara County wines have long been known for their quality, rather than their quantity, which is due to the prime growing conditions found in the area. Before embarking on a detailed investigation of the development and nature of the Santa Clara County wine industry, however, it is felt that it would be helpful to the reader to provide a brief background of wines and winemaking in California.

I

The first winemaking activities in California were performed by the Franciscan friars as they established their chain of missions in Alta California. These wines were made and used for sacramental purposes and there was no commercialism involved. The first vines were planted around 1770 in the San Diego region.¹ California's oldest vine is known as the Trinity

¹Vincent P. Carosso, The California Wine Industry 1830-1895 (Berkeley, California: University of California Press, 1951) p. 2.

Vine, and is found at the San Gabriel Mission where it was planted in 1775 by the Franciscans.²

The cultivation of the vine advanced along El Camino Real with the padres, and by 1823 was established at the Mission San Francisco Solano in the present area of Sonoma.³ This mission was the furthest north in the mission system. In 1801, Father Lasuen, the Franciscan Superior for Alta California, reported that wine was being made at the Santa Clara Mission.⁴

The grape planted by the padres was known as the Mission variety. This grape is believed by some to be an offshoot of the Monica variety found in Sardinia.⁵ The Mission grape's popularity rested on the fact that it was easy to grow, not on its quality, and therefore the reputation of California wine had a blot from the very beginning.

Between 1770 and 1830 California viticulture was controlled by the missions. They used Indian labor and made wine only for their own community's needs, as there was no export of wine. Only after 1833 with the secularization of the missions and the resulting neglect of the vines, did California viticulture pass into the secular and commercial domain.

The Los Angeles area was the major grape growing region of California until the middle 1860's. In 1831 there were more

²T. Andreeva, "Vineyards of California," Travel, July, 1946, p. 30.

³Carosso, California Wine Industry, p. 2.

⁴Ernest Peninou and Sidney Greenleaf, Winemaking in California (San Francisco: The Peregrine Press, 1954) I, 17.

⁵Ibid., p. 16.

than 100,000 vines within the present city limits of Los Angeles which accounted for at least half of the vines in the entire state. The first American winegrower in California, Joseph Chapman, planted 4,000 vines in the Los Angeles area in 1824.⁶

Jean Louis Vignes, born in Cadillac, near Bordeaux, France, arrived in Los Angeles in 1831, and was the first person in California to make winemaking a business. He imported cuttings from Europe for use in his experiments and winemaking. By 1839 he had 40,000 vines, and he began shipping wine to other parts of California in 1840. He also wrote to friends and relatives in France telling them of California's great winegrowing potential.⁷

Another pioneer of California viticulture was William Wolfskill, a native of Kentucky, who left his trapping and scouting to settle in Los Angeles in 1831. He planted 32,000 vines between 1838 and 1846, and by 1858 owned 145 acres with 55,000 vines. Wolfskill also planted in Napa County and produced the first Northern California grapes sold in San Francisco.⁸

By the middle 1800's, California's wine industry was definitely on the upswing. Los Angeles was credited with producing 24,000 gallons of wine in 1841, while Bryant says California produced 1,600,000 gallons in 1847. The United States Census Office reported wine production for Los Angeles and Santa

⁶Carosso, California Wine Industry, pp. 3-4.

⁷Ibid., p. 9.

⁸Ibid., p. 11.

Barbara Counties for 1850 at 58,055 gallons. Two sources, John S. Hittell and Guido Rossati, estimated that California had 200,000 vines in 1847-1848.⁹ Because of this rapid growth, the wine industry needed a larger market which the gold rush soon provided.

The gold rush had great impact on the California wine industry.

The gold rush of 1849 was the principal stimulus to commercial viticulture in the early period, for it was grape growing and wine making that above all other agricultural pursuits, received the greatest encouragement from the miners. The wine industry of California today is largely the product of developments that began in the decade 1850 to 1860. The increased consumption of wine as a result of the discovery of gold led to an unprecedented expansion in grape culture that continued until the 'seventies, . . . ¹⁰

Because of the gold rush, new grape growing areas emerged in the early 'fifties--those around the San Francisco Bay and those near the mining regions of the Sierra Nevadas. The gold rush also brought many immigrants from the winegrowing areas of France and Germany. Many of these would-be miners settled down and started growing grapes and making excellent wines.

The gold rush also brought problems to the wine industry. Since there was such a demand for wine, people uneducated in the art of winemaking entered the field in search of profits. The wines these amateurs produced were often disastrous and consequently ruined the reputation of California wines for another fifty years.¹¹ Another unfortunate consequence of the situation

⁹Ibid., p. 13.

¹⁰Ibid., p. 16.

¹¹Ibid.

was that makers of good California wines used false foreign labels to bring a higher price and also to escape the stigma of a California wine. Thus California did not even receive credit for the good wine that she produced.

San Francisco became a great market during the gold rush and prices were high. During 1852 to 1853, grapes that sold for two to six cents a pound on the vine in Los Angeles could be sold for a dollar a pound in San Francisco.¹² Poor transportation was an impediment to trade during the 'fifties, so many Los Angeles wineries established cellars in San Francisco to help business.

During the late 'fifties, Charles Kohler and John Frohling set up a distribution house for wine. Their company was the first major out-of-state shipper of California wines. By 1860 they had shipped over \$70,000 worth of wine outside the state, and had established a branch office in New York City. They later established offices in Shanghai, Hong Kong, Hakodate, and Lima.¹³

Even though new winegrowing areas were being developed, the Los Angeles area was dominant and essentially unthreatened until the 'sixties. In 1853, Los Angeles County produced 350,000 gallons out of the 385,000 gallons produced by the entire state. In 1855, that county estimated that they had one million dollars invested in the wine industry. Los Angeles claimed 592,000 bearing vines and 134,000 young vines in 1856,

¹²Peninou, Winemaking, I, 21.

¹³Carosso, California Wine Industry, pp. 32-33.

and had a wine crop of 500,000 gallons in 1858.

The total number of vines for the state increased at a tremendous rate during this period. In 1856, there were 1,500,000 vines in the state; in 1857, 2,200,000; in 1858, 3,900,000; and by 1862, there were 10,500,000 vines in the state. Also, by 1860 there were 32 wineries in California, and many of these shipped wine out-of-state.¹⁴

Agoston Haraszthy is given credit for being the father of the modern California wine industry. In 1849, Haraszthy, a Hungarian immigrant, came to San Diego from Wisconsin. He devoted his life to improving the varieties of grapes grown and the techniques used in viticulture. He spent much of his own money on journeys to Europe to bring back grape cuttings. Haraszthy wrote and published many articles on the methods of winegrowing. In addition, he supported legislative action for the improvement and control of winemaking.

Haraszthy moved to Sonoma in 1857, and planted 85,556 vines on his 560 acre farm, and 462,000 rooted cuttings in his nursery within one year. Fourteen thousand of his vines were foreign varieties, and by 1858 he had 165 different foreign varieties. Haraszthy made wide use of Chinese labor, and within one year was able to produce 6,500 gallons of wine, plus shipments of grapes to San Francisco. This tremendous activity caused a boom in the Sonoma area, and land prices went from \$6 an acre to \$150 an acre. Haraszthy encouraged other winegrowers to settle near him, and thus helped the development of Sonoma.

¹⁴Statistics for the above passage were compiled from Carosso, California Wine Industry, pp. 21-22, and Peninou, Winemaking, I, 23-24.

One of Haraszthy's most important technical contributions was that he proved that all vineyards did not need irrigation. This discovery helped cause a boom in winegrowing. He also helped make popular the idea that European grapes could flourish in California.¹⁵

It should be mentioned, however, that Haraszthy was not the only person to import grape cuttings. In 1850, Pierre Pellier, who founded what is now the Mirassou winery, brought cuttings of Black Burgundy, Chasselas, Fountainebleau, and Madeine with him from France. He returned to France in 1854, and spent two years acquiring thousands of cuttings to bring back to California.¹⁶

Because of the growing importance of the wine industry, state aid and support was finally obtained. In 1859, an act was passed that excluded vineyards from taxation until the vines were four years old. This act encouraged the planting of vineyards, and "approximately 2,000,000 vines were set out annually for the next twelve years."¹⁷

In 1861, the legislature created the Committee on the Improvement of the Grape Vine in California to "promote the improvement and growth of the grape vine in California."¹⁸ Haraszthy was one of the three commissioners appointed, and he

¹⁵Information on Haraszthy from Carosso, California Wine Industry, pp. 42-43.

¹⁶"Five Generations of Winegrowing," a printed monograph given to the author by Daniel Mirassou of Mirassou Vineyards.

¹⁷Carosso, California Wine Industry, p. 47.

¹⁸Ibid., p. 50.

advised a trip to Europe to collect cuttings. The legislature approved the trip but never granted funds so Haraszthy used his own money and had people pay him in advance for the cuttings he was going to bring back. He brought back 200,000 cuttings and rooted vines that encompassed 1,400 varieties.¹⁹ Unfortunately many of these cuttings fell into the hands of inexperienced growers and resulted in great losses.

The first organization of viticulturists was formed in 1862 in San Francisco and was called the California Wine Growers' Association. This group was "the first real attempt at organization on the industry level"²⁰ and "focused attention upon grape growing and wine making."²¹

In April of 1880, the California State Legislature passed an act to establish a State Board of Viticultural Commissioners. The board consisted of nine appointed members and divided the state into seven districts. Haraszthy was the first president of the board and represented the third district which included Santa Clara County. In 1881, a second act was passed which defined the board's duties more clearly; to fight and control diseases; to conduct experiments in growing and making wine; to promote the raisin industry; and to advance viticultural education. One of the board's experimental vineyards was in Santa Clara County.

¹⁹Ibid., pp. 50-52.

²⁰Ibid., p. 79.

²¹Ibid.

One of the main problems that the board had was to combat phylloxera. Phylloxera is a louse-like insect that attacks the roots of grape vines. The pest is a native of eastern North America and native American vines are resistant to it. In the 1850's and 1860's, phylloxera infested European vineyards and ruined the wine industry. The future for California wine looked great, but in 1874 the pest was brought back to California and destroyed the vineyards that had been planted with European grapes. After much research by individuals and the University of California, it was discovered that if American rootstock were grafted to the European vine, the vine could be saved and the quality would remain high. The problem of phylloxera was well under control by the nineties. Other pests that plagued the California vineyards at various times were deer, rabbits, bees, antelope and larks.

The next major problem of the California wine industry was Prohibition. From 1877 to 1895 the state wine production had risen from 4,000,000 gallons to 15,000,000 gallons.²² In 1911 58,000,000 million gallons of wine were produced.²³ Because of the threat of Prohibition, wine production dropped from 50,000,000 gallons of wine in 1912 to 27,000,000 gallons of wine in 1919.²⁴ The exporting of grapes increased markedly as growers were trying to get rid of their stock. At the beginning of Prohibition there was a boom in private winemaking

²²P. Wagner, "The Wines of California," American Mercury, June, 1933, p. 170.

²³Andreeva, "Vineyards," p. 30.

²⁴Carosso, California Wine Industry, p. 166.

because each family was allowed to make up to two hundred gallons of wine each year. The bulk vineyards flourished and the price of wine grapes increased. The market was not large enough for everyone, however, and many vines were torn out and the land was replanted with a more profitable crop. The California wine industry which had existed for sixty years was essentially destroyed by Prohibition.

With the end of Prohibition in 1933, the market was flooded with bad wines. There was a shortage of good vineyards and vineyardists after the thirteen year dry period, and, once again, the inexperienced entered the field in search of profits. In 1934, however, the Wine Institute was established and they established standards for winemaking. Also in 1934, the State Board of Public Health established quality standards for wine which are higher than the Federal regulations. The California wine industry began an upward swing after these standards were set. By September of 1953, California's 344 wineries produced more than 90% of the United States' wine, which included some of the world's finest wines.²⁵

II

When discussing the nomenclature of wines, there are two basic types--varietal and generic. A varietal wine is a wine named after the variety of grape that it is made from. By

²⁵"September: the time to visit California's peaceful vine-growing valleys and hills," Sunset, September, 1953, p. 40.

California law, a varietal wine must contain a minimum of 51% of the grape the wine is named for. Most of the finer wineries, however, try to have almost 100% of the named grape in their varietal wines. Some examples of varietal wines are Cabernet Sauvignon, Zinfandel, Pinot Noir, Grenache, Gamay Beaujolais, Pinot Chardonnay, Petit Sirah, Pinot Blanc, Gewurztraminer, and Johannisberg Riesling.

Generic wines are wines with similar characteristics that are named after the district where they were grown. Most of the names are French and refer to the districts which were famous for developing that type of wine. Today, however, the generic name refers to the type of wine, and is not limited to only those wines produced in the district. For example, Champagne is produced in California, and it is called Champagne because it has the characteristics of the wines that were developed in Champagne, France. Other examples of generic wines are Burgundy, Claret, Chianti, Sauterne, Sherry, Port, Rhine, and Chablis.

III

Grape growing and winemaking in Santa Clara County began with the founding of the Santa Clara Mission in 1777. Grapes were planted soon after the mission was founded, and it is known that wine was being made as early as 1801 from the earlier mentioned report of Father Lasuen. By 1827, the Santa Clara Mission was producing approximately 800 gallons of wine, and by 1833, the grape harvest was so plentiful that some of the grapes were sent to San Francisco's Mission Dolores to help their

supply of wine. The mission period of Santa Clara winemaking came to an end in the mid-1830's, however, because of the secularization decree.

Wine making by laymen was already firmly established in the Santa Clara County area before the secularization decree. In 1821, Pio Pico, who was later Governor of Mexican California, had trouble selling his San Jose retail wine business because so many of the San Jose residents already made their own wine. An account by the German traveler Otto van Kotzebue in 1824 mentions heavy bearing grape vines found in the San Jose gardens.

Antonio Maria Sunol is given credit for being "the first clearly identifiable"²⁶ Santa Clara County layman to make wine. He sold wines in San Jose in 1823 and became the owner of the Rancho San Jose del Valle during the next twenty years.

In 1846, a San Jose ranchero named Jose Heguera died and had enough grape vines to leave eighty-eight vines to each of his eleven heirs. General Vallejo's brother-in-law, Jacob Leese, owned a San Jose vineyard in 1846, and also in that year a British sea captain bought the Laguna Seca grant east of Morgan Hill. The captain, William Fisher, had one thousand grapevines on his property by 1849. Isaac Branham bought property in the area presently known as Branham Lane in 1846 and by 1873 boasted a fifty acre vineyard.

²⁶ Irving McKee, "Historic Wine Growers of Santa Clara County," CALIFORNIA--Magazine of the Pacific, September, 1950, reprint, no page number available.

Captain Elisha Stevens planted four acres of Mission grapes along Stevens Creek near today's Cupertino during the years 1848 to 1849. A John J. Roberts came to the Santa Clara Valley in 1849 and owned twenty-five acres of vines by 1874. The year 1850 credited the San Jose area with six major vineyards growing at least 16,800 Mission vines.

The year 1852 is an important one in Santa Clara County wine growing history. In that year Etienne Théé, a Frenchman from Bourdeaux, bought three hundred fifty acres of the José Augustin Narvaez grant, Rancho San Juan Batista. This property was along the Guadalupe River about eleven miles south of San Jose. He sent to France for cuttings and in 1857 was joined by Charles Le Franc. Théé and Le Franc's vineyards came to be known as the Almadén winery and vineyards, and by 1876 had more vines than any other vineyard in the county. The specific history of the Almadén winery will be discussed further as we progress.

Also in 1852, Dr. Benjamin F. Headen started planting vines in Santa Clara, and L. Speckens got his start in the Evergreen district near the present Mirassou vineyards. Later, in 1868, Speckens' choice grapes went to John Auzerais.

Antonio Delmas, from France, planted fourteen thousand mission vines in his French Gardens in San Jose in 1852 and 1853. In 1853, and in later years, Delmas imported ten thousand cuttings made up of eighty varieties from France. These are said to be the first non-Mission grapes grown in Santa Clara County. Delmas sold some of the cuttings to neighbors and helped start the growing of the finer wine grapes.

However, other people of Santa Clara County also helped spread the cultivation of foreign grapes. As mentioned earlier, Etienne Thee sent to France for vine cuttings in 1852. Another Frenchman, Louis Pellier opened a nursery in San Jose in 1850 and invited his brothers Peirre and Jean to join him. Pierre brought cuttings of fine French wine grapes with him at that time, and in 1854 returned to France to obtain more cuttings. Therefore, the question of who grew the first non-mission grapes in Santa Clara County seems debatable.²⁷

In 1859, Pierre Pellier bought six hundred forty acres, of the Chaboya grant, part of Rancho Yerba Buena, in the foothills of Mount Hamilton. He planted grapes in 1859 and made his first wine in 1863. These lands eventually became part of the Mirassou Winery which will be discussed in greater detail later.

Another native Frenchman, Louis Prevost, offered twelve varieties of foreign grapes for sale at his nursery in 1854. The year 1854 also saw the arrival of an Italian named Stefano Splivato who began growing grapes on St. Helena Street in San Jose. William Lent, another San Jose wine grower, had two hundred vines of twenty-five varieties in 1856. Cultivation of the grape near the summit of the Santa Cruz Mountains was begun by Lyman J. Burrell in 1856. His example was followed shortly by H. C. Morrell and D. C. Feely.

²⁷Paul C. King, "The Mirassou Heritage," The Prudential Mirror, May-June, 1969, p. 1.

In 1858, Francis Stock had a vineyard at Williams and Eighth Streets in San Jose. He sent to his native Germany for vine cuttings, and imported such valuable varieties as the Johannisberg Riesling, Franklin Reising, Tramina, Golden Chasselas, and Zinfandel. These varieties were a major contribution to the growing wine industry of Santa Clara County. Stock discontinued growing grapes in 1869, and his vines were given to Charles LeFranc of Almadén.

More new areas of winegrowing were opened in 1860. Stevenson P. Stockton bought 79 acres of undeveloped land along Branham Lane for eight dollars an acre. By 1861, he had 50 acres of wine grapes, and by 1888, he had 179 acres of wine grapes. In 1881, his Live Oak Vineyard produced 50,000 gallons of wine, much of which was shipped to San Francisco and New York.

Another development of 1860 was William Hall's and Samuel William's plantings along Stevens Creek Road in Cupertino. Later, a retired attorney, John T. Doyle, bought William's half of the property, and established the Monte Vista Winery. In 1861, John Snyder settled four miles south of Mountain View on Permanente Creek, and planted ninety-six acres of foreign grapes.

David M. Harwood arrived in San Jose in 1864, and established his Lone Hill Vineyard seven miles southwest of the city. He became County Assessor, and in 1865, reported that he had 879,000 vines on his property. In 1870, he had 1,000,000 vines which produced 85,000 gallons of wine and 500 gallons of brandy.

In 1865, Pierre Sainsevain left Los Angeles and established a 116 acre ^{vineyard} near San Jose. He produced the first Champagne of

Santa Clara County. Paul Masson, who will be discussed later, did not start producing his famous champagnes until 1892.

Retired Union Army officer, General Henry M. Naglee, settled on his San Jose estate to become a winegrower in 1865. His estate stretched from Eleventh Street to Coyote Station, and from Santa Clara Street to Williams Street. He made four trips to Europe, and introduced 150 varieties of grapes to California. In 1868, he began to specialize in the production of brandy, and by 1879, had a cellar capacity of 120,000 gallons.

In 1866, Edward Burrell started a vineyard just south of Alviso. Christian M. Klotz built a winery and planted a twenty acre vineyard near Saratoga in 1867. Also in 1867, John Gilker began a 174 acre vineyard and orchard two miles northeast of Los Gatos. During the years 1867 to 1869, Robert Parker began to grow wine grapes in Redwood, and Francis S. McGirr, J. E. Brown, William Winslow, and N. H. A. Mason got started in the San Jose area.

By 1870, Santa Clara County ranked fifth in California wine production. The major winegrowers were LeFranc with 50,000 vines; Winslow with 70 acres; McGirr with 10 acres; J. E. Brown with 8 acres; and Burrell with 7,000 vines. Santa Clara County produced 76,150 gallons of wine in 1870. The total for 1874 was 137,847 gallons of wine from 1,237,379 vines.

In 1870, W. E. Hughes started a fifteen acre vineyard near San Jose. John Utschig led a party of naturalized Germans who planted orchards and vineyards near Los Gatos at the Loma Prieta slope, about this time.

J. B. Portal established his Burgundy Vineyard on Stevens Creek Road in 1871. By the mid-1890's, Portal claimed 150 acres of vineyards and cooperage for 250,000 gallons. Portal promoted cooperation among wine growers and was largely responsible for the organization of the Santa Clara Valley Cooperative Wine Company and of the Los Gatos and Saratoga Wine Company.

Peter Coutts settled a half mile southwest of Mayfield on the Matadero Ranch in 1875. Vincent Picchetti started his vineyard on Montebello Road in Cupertino in that same year. Also in 1875, three new vineyards were established in the Mountain View area by Martin Murphy, Edward Dale and J. C. Hollenbeck.

By the middle to late 1870's, Santa Clara County produced 182,932 gallons of wine, and 45,500 gallons of brandy from 2,034 acres of grapevines. This was just a hint of the future of the Santa Clara County wine industry.

In 1880, L. W. Pollard started his operation on San Francisco Road, four and a half miles west of Santa Clara Road, and Lawrence Selenger began along Stevens Creek six miles south of Mountain View. Pollard planted 80 acres of vines while Selenger had a 70 acre vineyard and a 60,000 gallon winery. Baptiste Bordi started his establishment in 1881. In 1882 E. P. Munier, Prosper Estrade and Richard Heney settled in the area and started planting grapes. Estrade averaged 250,000 gallons of wine a year by the turn of the century.

Dr. E. A. Cochrane planted forty-five acres of vines three miles west of Santa Clara in 1883. In 1884, Ernest E. Meyer started his eighty acre Mare Vista Vineyards on part of the Rancho Soquel. Other growers to settle in the Santa Clara County area from 1880 to 1885 were: Hall, Gardner, Wright Montgomery, Bubb, Farr, Blabon and Coombe. Most of the vines growing along the San Francisco and Bayter Roads and in the Evergreen district were planted after 1880.

In 1888, the Novitiate of Los Gatos was established and William Wehner planted one hundred seventy-five acres of vines in Evergreen at his Highland Vineyard. He eventually expanded to 5,000 acres with a 500,000 gallon capacity winery. By the end of the 1880's, Santa Clara County boasted no fewer than 478 wine growers who produced approximately 2,500,000 gallons of wine.²⁸

Florence Cunningham, in her Saratoga's First Hundred Years, states that by the 1880's wine was so popular that almost every homeowner who raised grapes made wine for his family. She also stated that "wineries were then as plentiful as supermarkets are today."²⁹ Obviously, the wine industry was firmly established in Santa Clara County by the 1880's.

²⁸The preceding section on the early winegrowers of Santa Clara County has been compiled from McKee, "Historic Wine Growers," and Eugene T. Sawyer, History of Santa Clara County, California (Los Angeles: Historic Record Company, 1922) I, 140-141, unless otherwise noted.

²⁹Florence R. Cunningham, Saratoga's First Hundred Years (San Jose, California: Harlan-Young Press, 1967) p. 171.

During the 1880's in Saratoga, the Bank Mills building was remodeled into a winery -- the Saratoga Wine Company. The company used water wheels and Saratoga Creek to provide their power. It was an association of local winegrowers who manufactured wine, and in 1887 the company produced 63,000 gallons of wine. Another company, the Los Gatos and Saratoga Wine and Fruit Company Winery was built at Austin Corners in 1885 but was torn down after Prohibition was in effect.

In the Saratoga area there were a lot of small grape farms in the mountains above Long Bridge and around Sanborn Road. Many of these growers produced excellent table wines, but unfortunately most of the vineyards have disappeared. Some of the mountain grape growers names were Pispaua, Barnard, Lotte, Ladarre, Mevio, Garcin, Pourroy, Morencoe, Booker Bonjetti and Bordi. Growers in the Congress Springs area were Springer, Sage, Lloyst, Sheehan and Corpstein. Vineyardists found in the Prospect Road area were Dunbar, Merithew, Hollenbeck, Ball, Farr and William Pfeffer. To say the least, then, there was an abundance of winegrowers in Santa Clara County in the 1880's and 1890's.

In 1896 the San Jose Mercury published a very interesting study called Santa Clara County and its Resources. This book contained a section on the winegrowers of the county which was quite helpful. This next section of the paper, then, will be taken from the Mercury's publication, and should help to give the reader an idea of the nature and extent of the wine industry in Santa Clara County in 1895.

A Mrs. A. R. Scott owned three hundred and twenty acres about four miles west of Santa Clara. All but sixty acres of the land was planted with wine grapes. The varieties planted included Sauvignon, Cabernets, Charbano, Reisling and Medoc. There were two large wineries on the property with a total capacity of 550,000 gallons. Mrs. Scott produced 150,000 gallons of wine and 2,000 gallons of brandy per year and won premium gold medals for the best Petit Pinot and Zinfandel at the Midwinter Fair in San Francisco in 1894.

Richard Heney's Vineyard was eight miles west of San Jose in Cupertino and was named the Chateau Ricardo Vineyard. It consisted of 50,000 full bearing vines on 100 acres. His winery was made of concrete and brick and valued at \$30,000, while his cooperage was made mostly of oak and valued at \$10,000. Heney had a storage capacity of 500,000 gallons and had 200,000 gallons stored at that time. His best products, Cabernet and Chateau Ricardo, sold for one dollar and five dollars per gallon respectively. It cost 6 1/4¢ per gallon to age the wine. Heney established an agency in New York and planned to establish others in Boston, Philadelphia, Baltimore, New Orleans, and Chicago. His wines were also shipped direct to London. All wine from Chateau Ricardo was bottled at the vineyard and sold in glass only.

J. J. Bergin had eighty acres of vines in the Permanente Creek area. He grew Mataro, Grenache, Charbono, Carigan and Malvoise. He estimated that one acre produced four tons of grapes and that one ton of grapes produced one hundred forty to one hundred fifty gallons of wine.

John Snyder also owned land in the Permanente Creek area. His property was four miles south of Mountain View and twelve and one-half miles from San Jose. He owned 850 acres with a 16 acre vineyard, while three miles away he owned an additional 80 acres of grapes. Snyder grew Mataro, Carigan, Grenache and Zinfandel and produced four to five tons of grapes per acre. The price of grapes was \$12-13.50 per ton so the net income was \$30.00 per acre.

Henry Farr owned three hundred forty-three acres along Prospect Road, two and a half miles northwest of Saratoga. He claimed forty-five acres of vines consisting of Cabernet, Mataro, Burger, Zinfandel and Riesling. Most of his vines were fourteen years old and he practiced close pruning.

Selenger's West Side Vineyard was along Stevens Creek and had a seventy acre vineyard. He grew six acres of Mataro, six of Cabernet, six of Zinfandel and fifty-two of Charbono. The vineyard's wine cellar had a cooperage for 60,000 gallons of wine. In 1894, Selenger's wine sold for $12\frac{1}{2}$ cents per gallon, and in 1895 he produced 60,000 gallons of wine.

C. A. Baldwin had a seventy acre vineyard called Beaulieu along Stevens Creek Road near Cupertino Creek. He imported Cabernet, Sauvignon, and Cabernet Merlot from France. He had an underground wine cellar built of stone where he aged his wine in small packages. Baldwin was the only vintner of the county to do this, and aged his wine three to four years before bottling. His wine was shipped to New York, London and Central America and was generally recognized as a good wine.

Mrs. C. O. Wilcox's ninety acre Eskimo Vineyard was four and one-half miles west of Santa Clara on San Francisco Road. She had eighty acres of wine grapes consisting of Matero, Grenache, Charbono and Malbec. Her land was purchased in 1880 by L. W. Pollard for \$35.50 per acre, and was valued at \$350.- \$450. per acre in 1896. From three to eight tons of grapes were produced per acre with an average of five tons per acre. Mrs. Wilcox had a cooperage capacity of 100,000 gallons per year. She bought grapes from others to make into wine. Mrs. Wilcox did not age her wine but sold all that she made every year.

The Monte Vista Vineyard was west of Santa Clara along the Saratoga-Mountain View Road. It was owned by M. D. Phelps and consisted of ninety acres of twelve year old Bordeaux and Burgundy vines. The vineyard produced five to eight tons per acre, and the produce was hauled to Mountain View for shipment.

There were two vineyards on San Felipe Road in the Evergreen area at this time. These were the Knowles Vineyard and William Wehner's Lomas Azules vineyard.

Mrs. Mathilde M. Portal owned the Burgundy Vineyard which was located on Stevens Creek Road six miles west of San Jose. The vineyard consisted of 200 French variety wine grapes and had a capacity of 250,000 gallons. The Burgundy Vineyard label had a very good reputation, especially for their Medoc Clarets, Burgundies and Sauternes. These wines were shipped to the East Coast and to London.

A. Zichovich owned forty acres of vines in the West Side area. He stated that an average crop yielded three to five tons of grapes per acre while a good year could produce up to five to ten tons per acre. He also estimated that one ton of grapes could produce from 135 to 160 gallons of wine.

Another West Side winery was owned by J. D. Williams. The vineyard consisted of twenty-five acres of Cabernet, Mataro, Zinfandel and Sauvignon Veite. Williams bought grapes from other growers for \$12.50 to \$13.50 per ton and produced from 160,000 to 200,000 gallons of wine per year.

The Los Gatos Co-operative Winery handled 3,000 tons of grapes and made between 450,000 to 500,000 gallons of wine per year. They produced all types of wines and ran an electric plant that operated both day and night. The company purchased grapes from stockholders and other growers, produced the wine, and sold it wholesale.

W. B. Rankin leased the Pacific Winery which was the largest in the county. This winery made dry wines only and had a capacity for 1,000,000 gallons annually.

Dr. E. A. Cochrane, a San Francisco dentist, settled three miles west of Santa Clara along San Francisco Road. In 1883, he bought fifty acres and planted forty-five acres in the finer varieties of wine grapes. He later bought another nineteen acres for grape growing. His yield was from 4.37 to 5 tons of grapes per acre and 125 gallons of wine per ton of grapes.

Dr. J. R. Dudley had 140 acres along Almaden Road five miles from San Jose. He did a lot of study on the medicinal and nutritive worth of evaporated grape juice.

Mrs. Annie Munier lived on the West Side on eighty acres of land bought for \$1,000 in 1882. She had thirty-five acres planted in trees and vines. C. Meyerhelty owned sixty acres along Homestead Road west of Santa Clara. His vines were fifteen years old and were of Zinfandel, Charbono and Mataro. The winery's capacity was 100,000 gallons.

The Lone Hill Vineyard was on the Los Gatos-Almaden Road eight miles from San Jose. It consisted of 275 acres and was owned by J. H. Freyschlag. Some of the vines were forty years old and there were six types of wine grapes. The Lone Hill Vineyard had a capacity of 200,000 gallons and produced 150,000 gallons of red and white wines a year with Riesling as its specialty.

Most of the above mentioned wineries and vineyards have long since disappeared, but in their time they produced impressively. In 1896, Santa Clara County produced 5,000,000 gallons of wine and the price of wine grapes varied between \$11. and \$15. per ton.³⁰ In 1900, the Valley had 12,000 acres of vines, both table and wine grapes, and produced 5,430,000 gallons of wine and 330,000 gallons of brandy.³¹ In 1903, Santa Clara County's yield was double that of any other county's and consisted of one third of the state's yield of grapes and wine.³²

³⁰The preceding section on the winegrowers of Santa Clara County from 1895-1896 is taken from Charles M. Shortridge, ed., Santa Clara County and its Resources--A Souvenir of the San Jose Mercury (San Jose, California: Alfred C. Eaton, 1896) pp. 258-272.

³¹H. L. Wells, "The Rose Festival and Santa Clara Valley," Overland Monthly, June, 1901, p. 1122.

³²Mary Bowden Carroll, Ten Years In Paradise (San Jose, California: Popp and Hogan, 1903) p. 1122.

Prohibition dealt a severe blow to the Santa Clara County wine industry. In 1922, Santa Clara produced 40,000 tons of grapes. There were 10,000 acres of grapes but only 2,850 acres were of wine grapes. Prohibition and the rapid growth of the fruit industry had caused many acres of wine grapes to be torn out and replanted in fruit trees.³³ The number of wine makers decreased sharply also. While at the close of the 1880's there were 478 wine makers in Santa Clara County, after the repeal of Prohibition, there were only an estimated 50 wineries in the county.³⁴ In 1945, the total acreage for grapes was 8,000 and the value was placed at \$1,350,500.³⁵

Santa Clara County is potentially one of the best grape growing districts in California. It compares to the Burgundy region of France. The area is cooler than most, so the grapes are slower growing. The best climate for growing grapes is the coolest region in which the grapes will reach maturity. Santa Clara County fits these qualifications. The county is the best suited for growing varietal grapes which are 100%-200% more expensive than generic grapes. The ideal grapes for Santa Clara County growing conditions would be Sylvaner Reisling, Chenin Blanc, Pinot Blanc, Zinfandel, Petit Sirah, Gamay Beaujolais, Johannesburg Reisling, Gewurztraminer, Pinot Chardonnay, and Pinot Noir. Unfortunately not all of these varieties were

³³Sawyer, Santa Clara County, p. 140.

³⁴Daniel Mirassou, private interview held on April 14, 1971, at Mirassou Vineyards in San Jose, Calif. Notes in author's possession.

³⁵David W. Salmon, "The Metropolitan Area of Santa Clara County, California" (unpublished master's thesis, Stanford University, 1946) p. 263.

planted in the county because they were more expensive and the consumer demand was lower.

Another growing condition of Santa Clara County is that it gets just barely enough rain for grape growing -- ten to twenty inches per year. For this reason, more vines were planted in other counties that received more rainfall such as Napa and Sonoma who receive thirty-five to forty inches of rain. Santa Clara County has developed a sprinkler irrigation system, however, which was first used at the Mirassou Vineyards. This system prevents Santa Clara vineyards from the danger of a dry year. Incidentally, even the regions with higher rainfall are installing these systems to help insure the correct amount of moisture at the proper time.

Santa Clara County's main impediment to winegrowing has not been the borderline rainfall factor however. Unfortunately for the vineyardists, Santa Clara County has been a prime target for urbanization. Since the 1950's, the county has been urbanizing at a steadily increasing rate. Land rates have skyrocketed, and many wineries have been forced to buy new lands in other areas such as Monterey County. Monterey County has identical growing conditions to Santa Clara County. So while the wineries are still based in Santa Clara County, most of their vineyards are now in less urbanized counties.

These rather somber remarks are not meant to belittle the Santa Clara County wine industry. There are still approximately twenty-four wineries in the county that total about 10,000 acres of grapes. Every year, close to one million people visit the tasting rooms of Santa Clara wineries -- some of which are

world famous. The Santa Clara County wineries produce about five million cases of wine annually. A case consists of two and one-half gallons so that roughly puts the annual production at 12,500,000 gallons. These wines are of the finest quality in the world. Santa Clara County produces more premium champagnes than any other place in the United States. The unique growing conditions necessary for growing fine wines are found in few places, but Santa Clara County perfectly fits the needs.³⁶

Presently there are approximately twenty-four active wineries in Santa Clara County.³⁷ When studying these wineries, it is the usual practice to divide the county into three regions -- North Santa Clara Co., South Santa Clara Co., and the Hecker Pass Area. Most of the wineries are found in the North County area along the edges of the Santa Cruz Mountains.

The Almaden Vineyards were established by Etienne Thee in 1852. He was from Bordeaux, France and had come to California because of the gold rush. In 1852, he bought 350 acres of the Narvaez grant, Rancho San Juan Bautista, eleven miles south of San Jose and planted his first vines. In 1857, Thee was joined by Charles LeFranc who was from Passy, a suburb of Paris. The vineyards were expanded and cuttings of Pinot Noir, Chardonnay,

³⁶Information for preceding section is taken from interview with Daniel Mirassou.

³⁷ Bob Thompson, ed., California Wine Country (Menlo Park, California; Lane Books, 1968) p. 52.

Cabernet, Semillon, Sauvignon, Folle Blanche and Grenache were imported from the Burgundy, Bordeaux, Cognac and Phone Valley regions of France.

Le Franc married Thee's daughter, Adele, and eventually inherited his father-in-law's property. The vineyards continued to prosper and grow, and by 1876 Le Franc had more vines than any other Santa Clara County grower. The wines he made were among the best found in California, and excellent cooperage was imported from France.

A strong French influence and atmosphere pervaded the Almaden vineyards and the winery was soon famous for its hospitality. Among the guests were Admiral Farragut and Generals Sherman, Halleck and U. S. Grant.

Le Franc hired Paul Masson, a Burgundian, to help with the winery. Masson married Le Franc's daughter Louise and became a partner in the vineyards. The wines were labelled Le Franc-Masson, but Masson never owned any interest in Almaden and later established his own winery. Henry Le Franc, Charles' son, inherited the property.

After Henry's death in 1909, the vineyards were held in trust for the family. The winery was dormant during Prohibition and in 1934 was sold to Charles Jones by Paul Masson. In 1941 Louis A. Benoist purchased Almaden and hired Oliver Goulet as plant manager and wine maker. Goulet was known as an expert in his field. Benoist revived the Almaden tradition of warm hospitality.

Almaden Vineyards Inc. is located on Blossom Hill Road where they have bottling, a champagne cellar and a sherry room. There are still some vineyards on the original property, but most of the grapes are now grown further south. Almaden has 3,500 acres of land in San Benito County with 1,300,000 vines. Almaden's wide range of excellent wines can be sampled at their tasting rooms in San Juan Bautista and Pacheco Pass.

Another famous winery found in North Santa Clara County is Paul Masson. As mentioned earlier, Paul Masson got his start in the area by working for Charles LeFranc. In the 1880's Paul Masson established his own winery in the mountains above Los Gatos. He planted Black Pinots facing east so that they received only the morning sun, and did not pick them until they were almost overripe. These qualities went into the making of his famous extra-dry champagnes.

Masson started producing his wines on a large scale in 1892, and in 1900 received an award for fine wine at the Paris Exhibition. When Charles Le Franc died, Masson bought the interest, merged it with his own holdings and formed the Paul Masson Champagne Company. From that time champagnes and other sparkling wines have been the Masson specialty, and when Flo Ziegfield's first wife, Anna Held, took a bath in Masson champagne, Paul Masson Champagne made headlines around the world.

The original mountain winery was destroyed by the 1906 earthquake. It was rebuilt, however, and the romanesque portal from St. Patrick's church in San Jose was used for the entrance.

The mountain winery had to be rebuilt again after a fire in 1941, but is still used for summer concerts and group picnics by reservation.

Paul Masson retired in 1936, and sold his holdings to native Saratogan Martin Ray. He died in 1940 and was therefore spared the experience of the 1941 fire. In 1943 the company was sold to Joseph E. Seagram's, and in 1945, they sold it to Alfred Fromm and Franz Sichel. In 1959, the beautiful Paul Masson Champagne Cellars on Saratoga Avenue were opened and consolidated the bottling, packaging and shipping facilities for the entire Masson line. Guided tours and tasting are available at the cellars.

Paul Masson is another winery that has planted vines further south. They bought the San Ysidro Ranch near Gilroy where they planted Masson varietal grapes. By now, probably 95% of the grapes are grown in Monterey County, even though the winery is still based in Santa Clara County.³⁸

Martin Ray vineyards was founded in 1943 after Martin Ray sold the Paul Masson Company. The vineyard is located on top of Mt. Eden and consists of 120 acres, with about twenty-five acres planted in vines. Only three varieties of grapes are grown -- Pinot noir, Cabernet Sauvignon and Chardonnay. The Martin Ray vineyards probably cost more per acre to develop than any other vineyard in the United States because of extensive underground concrete pipes and pumps for drainage.

³⁸Interview with Daniel Mirassou.

All of the Martin Ray wines are 100% varietal and only the best years are bottled. Any wine that does not meet the exacting standards is sold in bulk to other wineries. The wines are clarified by racking, not by filtering, and therefore sometimes have some sediment as do the finer European wines. Since production is done on a small scale and is so carefully controlled, it should be no surprise that the Martin Ray label is quite exclusive and, accordingly, expensive.

In October of 1959, the Saratoga Appellation Council was established by Martin Ray. It is made up of the smaller more exclusive Saratoga mountain growers, and is patterned after the French wine growers organizations. The Council includes Martin Ray Vineyards, Mt. Eden Vineyards, Mt. Chardonnay Vineyards and Jack Davies Vineyards.

Mt. Eden Vineyards was purchased from Martin Ray in 1960 by a group of some twenty-five men who are interested in growing fine wine. It consists of 160 acres, 60 of which are planted in Cabernet Sauvignon, Pinot Noir, Chardonnay and White Riesling.

Mt. Chardonnay Vineyards covers forty acres with six acres planted in Chardonnay. It is owned by Dr. Lawrence R. Blinks, director of Stanford's Hopkins Marine Station at Monterey. Jack Davies Vineyards contains fifty acres with Cabernet Sauvignon and White Riesling planted on twenty acres.

The David Bruce winery is in the Santa Cruz Mountains along Bear Creek Road. It was established in 1964 and produces Chardonnay, White Riesling, and Zinfandel. The Gillick Vineyards and winery is found on Blossom Hill Road near the Almaden Winery. They specialize in True Riesling, Grenache and Cabernet.

Pichetti Bros. Winery is located west of Monte Bello Road near Stevens Creek Reservoir. It was founded around 1880 and is still family owned. The Ridge Vineyards are near Pichetti Bros. on Monte Bello Road. It was established around 1900 and formerly known as Monte Bello Ridge Vineyards. The present owners (since 1962) are changing from county red wines to the more expensive varietals.

The Novitiate of Los Gatos sits in the hills overlooking Los Gatos and has made sacramental wines since 1888. The official name of the Novitiate is the Sacred Heart Novitiate of the Society of Jesus. The Novitiate has established a tradition of producing fine wine, and after the sacramental supply is complete, the rest is open to public sale. The Fathers are in full charge of the production of the wines, the Brothers supervise or carry out the work, while the novices and junior students pick most of the grapes. Many vines were imported from France and the Novitiate is especially known for its Black Muscat. They also make Pinot Blanc, Cabernet, Port, Sherries and another Muscat.

The Gemello Winery was founded in 1934 by John Gemello who was from Piedmont, Italy. He retired in 1944 and his son, Mario, is the president of the company. The winery is located on El Camino Real in Mountain View and specializes in the finer varietal table wines. They have nearly 100% varietal and also have red and white generic wines, appetizer and dessert wines.

The Mirassou Vineyards in Evergreen have a long family history of grapegrowing in Santa Clara County. In 1848, Louis Pellier came to California from La Rochelle, France in search

of gold. He found, instead, that agriculture was more profitable. In October, 1850, Louis Pellier opened a nursery in San Jose where he planted grapevines and fruit trees. Later, his work with the French prune was to make him famous.

Louis sent to France for his brothers Pierre and Jean. Pierre brought with him cuttings of Black Burgundy, Chanelas, Fountainbleau and Madeine. Everything was doing so well that Pierre returned to France in 1894 to purchase more varietal cuttings. He spent two years gathering the vines, but nearly lost them all during the six month journey around Cape Horn to California. Water was very scarce and the cuttings were dying. Pierre bought all the potatoes on board and put the ends of the cuttings inside the potatoes. There was enough moisture to save the cargo of cuttings, and he introduced Grey Reisling, French Columbard, Folle Blanche and Pinot Noir to California.

In 1859, Pierre left his brothers' San Jose nursery business, and bought 640 acres of land along the foothills of Mt. Hamilton. This was part of the Chaboya grant of Rancho Yerba Buena. Pierre moved his family to the new land, planted a vineyard and dug an underground cellar for aging wines. He constructed a winery and made his first wine from his own grapes in 1863.

In 1880, Pierre Mirassou, another French winemaker, came to Santa Clara County. He bought John T. Koster's vineyard which was already famous for its Johannisburg Reisling. In 1881, he married Pierre Pellier's oldest daughter, Henrietta, and the properties were combined. Pellier turned over the oper-

ation of the vineyards and wineries to Mirassou.

Pierre Mirassou died unexpectedly in 1890. His widow had five children, three boys and two girls, and was married to Thomas Caselagno two years later. Caselagno continued the business and educated the boys in the art of viticulture.

When the vineyards were threatened with Phyloxera, Caselagno went to France and returned with 20,000 Phyloxera resistant rooted vines. These vines were planted and later grafted to new vines. Soon they were producing more than a half-million of these new resistant vines every year, and sold them to other growers in the Valley. This action did much to save the wine industry of Santa Clara County.

Since business was doing so well, a new winery was built two miles away from the old one. In 1909, Mirassou's three sons bought the Mirassou holdings from Caselagno and added other ranches to their property.

When Prohibition threatened, the three brothers dissolved their partnership, and Peter took the original Evergreen holdings. Peter did not pull out his vines like many other growers. He was rewarded later when grape prices rose to \$200. per ton.

In 1937, Peter Mirassou asked his two sons, Norbert and Edmund, if they wanted to start making wine again. He gave them advice and money, but it was up to them to re-establish the Mirassou name. They worked for quality wine, not quantity and regained the honored Mirassou reputation. Edmund and Norbert formed a partnership in 1942, and bought the business from their father. Because of rapid industrialization, and the

urban spread of the San Jose area, they bought 300 acres of land four miles southwest of Soledad in 1961. In 1962, they purchased the 640 acre San Vicente Ranch in Soledad.

In September of 1966, the fifth generation bought the Mirassou label from the fourth generation -- Edmund and Norbert. The fifth generation consists of Edmund's sons Daniel, Peter and James, and Norbert's son Steve and son-in-law Don Alexander. The fifth generation leases 80% of the winery from the fourth generation and buys unaged and unbottled wine from the fourth generation. Both generations are still operating companies, but the fifth generation owns the Mirassou label.

Between 1854 and 1938, Mirassou winery sold only unaged and unbottled wines. They sold the wine in bulk to other wineries, and never received credit for their excellent product. In 1938, the Mirassous established their own label but sold their wines only at the winery. Since September, 1966, Mirassou has become a national label and is sold in Denver, Las Vegas, Kansas City, Mission, Milwaukee, Chicago, Houston, Washington, D. C., Baltimore and New York.

The fifth generation is very aggressive and has achieved wide recognition for the fine Mirassou label. The fifth generation does not sell any bulk wine. They age, bottle and vintage date all of their wines. The wines are of excellent quality, the varietal wines being nearly 100% of the named grape. Their specialties are Gewurztraminer, Pinot Chardonnay, Zinfandel, Pinot Noir and Cabernet Sauvignon.

The success achieved by the fifth generation has been phenomenal. When they bought the label in September, 1966, they sold 1,350 cases before the end of the year. In 1967, they sold 5,500 cases; in 1968, 15,500 cases; in 1969, 21,500 cases; in 1970, 37,500 cases, and they estimate 47,000 cases for 1971. There are twelve bottles, for two and one-half gallons of wine in every case. The increase has truly been amazing, and it does not look as if the Mirassou plan on slowing down.

Mirassou Winery is also making the change over from Santa Clara County to Monterey County grapes. Monterey County has a potential of 100,000 acres of land for premium grape growing, while Santa Clara County has only about 10,000 acres of grapes and land prices are much higher. Before 1970, over 95% of the Mirassou wine had a Santa Clara County label. To be labelled from a county, at least 75% of the grapes used must have been grown in that county. In 1970, 90% of Mirassou wines had a Santa Clara County label. Daniel Mirassou projects that in 1971, 60% of their wines will have a Monterey County label, and in 1972, 80% will have the Monterey County label. Mirassou has approximately 80% of its holdings in Monterey County.³⁹

Wineries of South Santa Clara County include Casa de Fruta Orchards, Emilio Guglielmo, Los Altos, Pedrizzetti, Richert and Sons, and San Martin. Emilio Guglielmo Winery

³⁹Information for section dealing with Mirassou Vineyards was taken from "Five Generations," King, "Mirassou Heritage," and interview with Daniel Mirassou.

is also on Main Street in Morgan Hill. Pedrizzetti winery is in Morgan Hill, too. It was established in 1946 by husband and wife and its specialty is Barbera. Rickert and Sons is along Highway 101 in Morgan Hill and was established in 1953. In 1958, they took over the Paradise Valley Winery at Oak Glenn. They specialize in Ports and Sherries, and it is their policy to produce and market good wines at a reasonable price.

Los Altos winery is two miles south of Gilroy and has a wide range of wines. The San Martin Vineyards Company is in San Martin. The Filice family is from the Province of Cosenza in Calabria, Italy, and settled in Santa Clara County in the 1880's. In 1932, Bruno Filice bought the San Martin winery which had been in existence for forty years. They now have over 1,000 acres of vines.

Wineries located in the Hecker Pass area of Santa Clara County are Bertero, Bonesio, Cassa Bros., Conrotto, Giretti, Live Oaks, Pappani and Solis. The Bertero Winery was established by Alfonso Bertero in 1924, after he came to the United States in 1911 from Turin, Italy. The property is part of the original Los Alamos grant. It is a family winery and is in the third generation now. Bertero produces a wide variety of table wines, all of which are made from local grapes.

The Bonesio Winery is on County Road G.8 in the Uvas area. Pietro Bonesio bought the land, which is part of the Solis Rancho grant, in 1921. In 1932, he turned the winery over to his sons Louis and Victor. Presently, Louis is in charge of the winery. The Bonesio Winery sells under the Uvas label and is known for country table wines.

Cassa Bros. was established in 1941, and produces Burgundy and Grenache Rosé. Conrotto and Giretti Wineries produce red, white and rosé wines. Live Oaks Winery has had a label since 1912, and makes two types each of red, white, and rosé wines. Virginio Pappani is a family winery established in 1933, and produces red, white, and rosé wine. Solis also makes red, white, and rosé wine.

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Santa Clara County, then, has had a long and honorable history of grape growing and winemaking. The industry has changed from a large number of small growers, to a small number of large growers who produce more and better wine than the earlier growers. Technical advances and the accompanying increase in cost of production has helped to narrow the field of growers. The small growers that remain are of excellent quality in order to compete with the larger wineries. Also, some wineries are owned by groups of people, like Mt. Eden Vineyards, to help cut the cost of grape growing and winemaking.

The wine industry in Santa Clara County today is certainly quite vital. Some of the finest wineries of the United States are found in Santa Clara County. The region has excellent growing conditions, and produces wines of the highest quality. The major problem facing the Santa Clara County wine industry today is one of space. Much of the prime grape growing land has been "developed" and the wineries are going further south to grow their grapes. The wineries are still based in Santa

Clara County, however, and produce their wines here. The trend for the larger wineries, then, will probably be to grow grapes in other counties, but to keep their base operations and tasting rooms in Santa Clara County.

The tops of the hills in the county will probably continue to be developed by small specialty wineries like Martin Ray and David Bruce. There is also the possibility of additional wineries developing in the Morgan Hill and Hecker Pass areas. These smaller wineries add much to the Santa Clara County wine industry because they have to rely on quality wines to remain in business.

The wine industry of Santa Clara County, then, is definitely here to stay. The larger, more famous wineries are already based here, and smaller specialty wineries will probably continue to develop the prime growing conditions found in the area. In spite of urbanization, Santa Clara County should, hopefully, be able to maintain its present reputation as a high quality wine producing area.

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