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Final paper

Rancho Cucamonga Wine

Surviving Urbanization

It was May 24, 1976, a bright and sunny day in Paris, at the InterContinental Hotel where both French and California wines would be judged “by four criteria eye, nose, mouth, and harmony giving each a score on the basis of 20 points.”¹ From the Twelve California wines six Chardonnays and six Cabernet Sauvignons were selected by Steven Spurrier, and from those twelve nine came from Napa Valley, and three came from the Santa Cruz Mountains.¹ French Wine has set the standard for wine growers all over but world but here for the first time there was a startling upset California wines had ranked higher than the French wines in both red and white winning notoriety as a reputable wine growing region. Anyone from Southern California today might ask why was there not one wine from Southern California? There were several forces acting on California’s development converting well known regions of citrus and vineyards for land development, effecting cities from Los Angeles to San Bernardino county where Rancho Cucamonga alone had more acres devoted to wine grape varieties out growing both Napa and Sonoma Valley combined during the 1940s and through the fifties; however, this would not last with the passing of every decade as World War II sparked uncontrollable economic growth during a time of new studies and innovation in the wine industry. From Land

¹ George M. Taber, *Judgment of Paris: California vs. France and the Historic 1976 Paris Tasting That Revolutionized Wine* (New York: Scribner, 2005), 199-200.

¹ Taber, *Judgment of Paris*, pg. 165.

Developers, the Federal Housing Administration, County Tax Assessors and the Housing Industry all had in one way or another influenced city development impacting wine growers were not prepared for in Southern California. This paper will explore how these factors played a role in the decline of wine growers in Rancho Cucamonga from the 1940s as told by Gino Filippi, one of three remaining families operating a winery; setting back Southern California wine, and the birth of vineyard land preservation.

Making Eden

Every city has had its boom, but the history of Los Angeles is the history of booms. Actually, the growth of Southern California since 1870 should be regarded as one continuous boom punctuated at intervals with major explosions

-Carey McWilliams, Southern California: An Island On The Land

Carey McWilliams, historian of Southern California, catalogues five surges of urban expansion as stated in *The City: Los Angeles and Urban Theory at the End of the Twentieth Century*, a collection of essays detailing different stages of California's development in the first chapter, written by Edward W. Soja and Allen J. Scott *Introduction to Los Angeles City and Region*, "first in the 1880s and then in the 1900s during the Progressive Era, the Roaring Twenties, the two decades following the end of the Second World War, and finally the contemporary period of restructuring, which seems clearly to have reached its crest sometime in the 1980s."² These moments of urban development can be identified through the

² Allen J. Scott and Edward W. Soja, *The City: Los Angeles and Urban Theory at the End of the Twentieth Century* (Berkeley & Los Angeles: University Press, 1996), 5.

population booms, but what brought migrants here was the regions image of sunny subtropical vineyards and orange groves.

Agricultural Haven

The Gold Rush brought many migrants to California with a population of only 26,000 in 1849 to a 380,015 in 1860 the population jumped to 560,247 by 1870 (excluding Native Americans)³ ; however there were those who turned their attention from finding gold to agriculture by developing land to focus on ranching (livestock), wheat (quick profits) or turning to grapes and other fruits.³ Grapes have been a staple crop especially in the Los Angeles area owing much of its success to miners in Northern California, who would begin developing its own vineyards.³ To meet the demands of a growing population urban development followed and land development, as early as “1886 local observers were claiming that there were more real estate agents per acre than in any other city in the world.”²

*Cultivators of California! Plant your vineyards.
Begin now. No better investment can be made.
--California Farmer (January 11, 1855)⁴*

Southern California region dominated agriculture in grape production from 1850 with most of the state’s vineyards up until the 1950s. The Gold rush brought in new migrants and a thirst for alcohol a demand that was met by experienced wine makers and others with no experience who were out to cash in on this wine boom resulting in poor quality into the

³ Lawrence J. Jelinek, *Harvest Empire: A History of California Agriculture* (San Francisco: Boyd & Fraser Publishing Company, 1979), 23.

³ Jelinek, *Harvest Empire*, 23.

³ *ibid.*, 35.

² Scott and Soja, *The City*, 5.

⁴ Charles L. Sullivan, *Napa Wine: A History From Mission Days to Present* (San Francisco: The Wine Appreciation Guild, 1994), 17.

market. During this time wine production across the state that found the states “principal wine growing areas were and were not located,”³ but its wine reputation was ruined for some time not only because of the inexperienced, but can be partially attributed to Colonel Agoston Haraszthy, a Hungarian nobleman and father of California’s modern wine industry, who in 1860 went on a buying spree in Europe bringing back “200,000 cuttings and rooted vines from 1,400 varieties,” many were sold to inexperienced vintners. It was not Harszthys intention to damage California’s wine reputation but wanted to have the state supervise vines and wine production, but recognized there was money to be made and the state went from 1 million vines in 1855 to 28 million vines by 1870.³

Lawrence J. Jelinek’s brief work *Harvest Empire: A History of California Agriculture* covers the beginning of agriculture in California from as early as Native American hunting-gathering societies, the Spanish to the 1970s. California’s wine industry grew out of an agricultural and economic boom thanks to incoming migrants and entrepreneurs looking to take advantage the current economy helped identify many of the current wine growing regions we recognize today. California’s economy will have its ups and downs with the transcontinental railroad completed in 1869 the state’s economy was now connected to the rest of the world making it easier to transport people, goods and services. California’s growing population increased the demanded for more housing and new methods of transportation setting the tracks for Los Angeles Pacific Railway and tourism.

Los Angeles county with its increasing population began developing land for homes but

³ Jelinek, *Harvest Empire*, 35.

³ *ibid.*, 36.

more importantly updating communal transportation from horse car lines to a new transportation network of mass transit laying the tracks for new street railways. The population of Los Angeles went from under 5,000 in 1870 to over 320,000 people by 1910 and there was money to be made in public transportation. Henry Huntington and his red car service company laid down “over 1,164 miles of rack extending over 100 miles from end to end”² connecting Los Angeles as far east as Redlands, north towards Pasadena and as far south as Santa Ana. Completed in 1923 you could travel on red cars alone and bask in California’s vineyards and citrus. It was during this wine boom of the 1920s that Joseph (Sr.) Filippi with his father Giovanni Filippi, who had been in the United States before in 1904 working with Guasti doing mason work on the Guasti winery. Returning from Italy in 1920 Joseph (Sr.) met with family members that were already in the Rancho Cucamonga area. Joseph (Sr.) and his family invested themselves into farming fruits and some grapes,⁵ planting their first vineyard in 1922 in Southeast Rancho Cucamonga along Ontario/Fontana border as grape growers until prohibition had been repealed founding their family winery in 1934.⁵ The Filippi family were only one of at least 200 start up wineries in the 1930s with both experienced and those with no experience at all, but most if not all these wineries would not last as suburban communities developed further from Los Angeles along the tracks. As Philo Pierre Bane, whose history with wine goes back to France recalls the Rancho Cucamonga area during these early years with low

² Scott and Soja, *The City*, 108.

⁵ Margo McBane and Margaret Finnegan, July 10, 2001, *City of Rancho Cucamonga Oral History Project Phase III: Filippi Winery and Viticulture 1920-2001*, Cal Poly Pomona University Library Special Collections and University Archives, Pomona, CA. pg. 1.

⁵ McBane, *Gino Al Filippi Oral Interview*, 2-3.

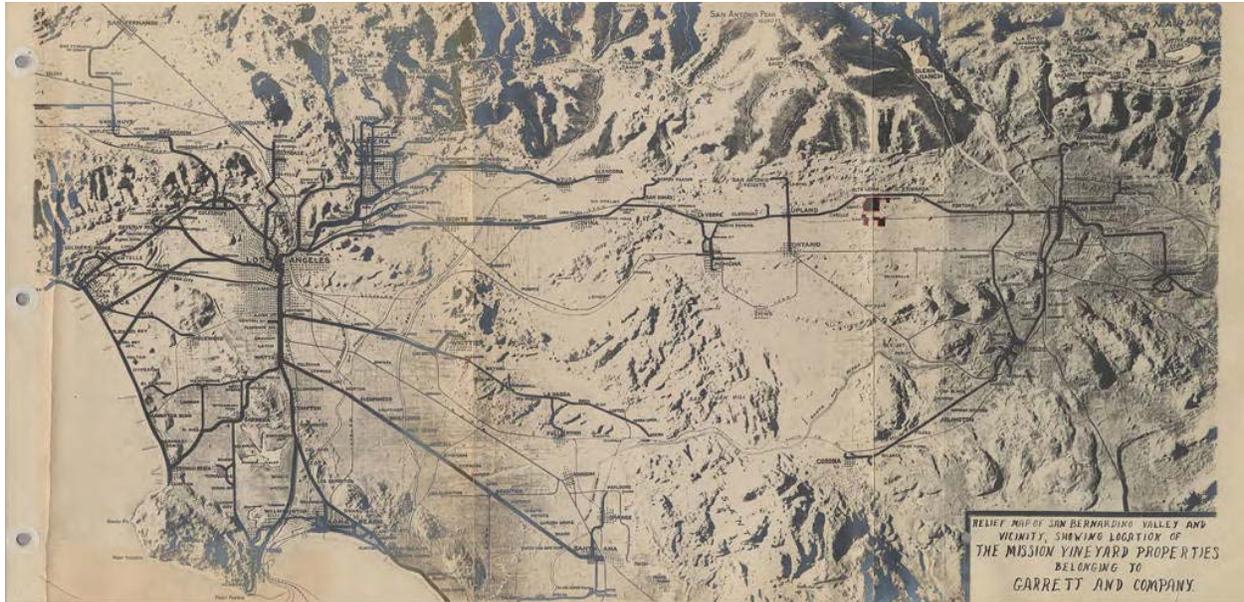
population numbers, there was a higher sense of community because everyone had similar interests, church, school, water and electricity distribution,⁶ but with a growing population a watered down the sense of a close community.

Between 1870 and 1910 Los Angeles alone went from a population of 5,000 to 320,000 and with it development with more to come further away to what would be known as “bedroom communities,” due to new laid out tracks of public transportation of red cars property values went up that by 1930 manufacturing jobs went down employment went up for real estate, finance, and tourism.² The origins of our uncontrolled urban development comes from the very same people that believed land should be controlled by the free market and “private enterprise” to decide.

Year	California’s Population
1850	92,597
1860	379,994 (pre-transcontinental Railroad)
1900	1,485,053 (Post Transcontinental Railroad)
1930	5,677,251

⁶ Knox Mellon, November 14, 1991, *City of Rancho Cucamonga Oral History Project Phase I – Citrus and Viticulture: Oral Interview Philo Biane, 1991-1992*, Cal Poly Pomona University Library Special Collections and University Archives, Pomona, CA. pg. 10.

² Scott and Soja, *The City*, 113.



Railroad tycoons bent on making fortunes from using Southern California's agriculture as an attraction but this attraction wouldn't have been quite the same without advertising tourism of Yosemite National Park (1890), whose tourism started as early as 1850, and Yellowstone National park established in 1872. Setting aside land so that it could be enjoyed by the people rich and poor alike avoiding a catastrophe like Niagara Falls when given to "private enterprise" led to tourist traps, exploiting the natural wonder for monetary gain that no one could fully enjoy the natural wonder and this was all possible because of the transportation revolution powered by the railroads. Southern California's agricultural beauty was no different as a tourist attraction, with four dollars you could hop on the Union Pacific Red Line touring the ranches and fields of agriculture that once extended from Los Angeles to San Bernardino County.

Chapter four of *The City* in an essay by Michael Dear, *In the City, Time Becomes Visible: Intentionality and Urbanism in Los Angeles 1781-1991*, he brings up the emergence of "post-modern urbanism, in which past traditions and internationalities have collapsed and

previous verities persist, in (for example) the built environment and the land use planning apparatus; but the rest of the city—its social, political and economic fabric—has shifted irrevocably.”² What started in Los Angeles would become the model for development through zoning resulting in conflicted visions and the reality that prevailed. Uncontrolled urbanized growth was not something that people had not conceived before, but on this matter the Los Angeles City Planning Commission in 1920 whose goals focused on three priorities the first, economic, second social or human and third on aesthetic (beauty). Rushing development Los Angeles avoided resistance between progressive urban planners and economic driven development that other cities and counties were met with resistance.

1941 The Symposium, GI Bill and the San Gabrielle Valley

Considering environmental hazards recklessly discharging waste into the ocean, smog, dangerous areas susceptible to floods, Los Angeles and neighboring communities did not meet the demands of a population boom and were on the verge of yet another boom. The problems of sustaining a large population and urbanization were becoming more apparent and could not be ignored if Southern California was going to grow. The problems surfacing was addressed in a historical symposium of architects and planners in Los Angeles 1941. The Citizens Committee on Parks, Playgrounds and Beaches with the help of the urban design firm of Olmstead Brothers brought up in three points concerning uncontrolled land development would lead to because of economic growth “1) Space was the foundation of an economy capitalized on climate, sports, and outdoor leisure 2) Scenic beauty was being eroded on all sides by rampant, unregulated private development. 3) LA’s future prosperity was directly threatened by increasing

² Scott and Soja, *The City*, 77.

discrepancy between tourists' buoyant expectations and their disillusioning experience in the Land of Sunshine.⁷

*The disintegration has begun . . .
We have come to the time when old values are being destroyed
faster than new ones are being created*

-Clarence Wisconsin
University of Wisconsin President²

The war time economy brought with it new industries, and many jobs into California's economy with \$10 billion dollars in war production contracts alone.⁸ Drunk on growth land development didn't take long to pick up momentum with new industries, changes in California's agricultural acres, converting Southern California citrus fields for aerospace engineering.

Private development led to a lot of the destruction of beautiful mountains, beaches and developing land susceptible to floods instead of incorporating those flood plains as part of the natural landscape to develop land around them as brought up by the symposium using Baldwin Hills Village and Channel Heights as model examples of what could be a beautiful region and community. The speed and development taking place considering the war took the San Gabriel Valley uprooting the citrus fruit and replacing them with "hundreds of thousands of house-hungry ex-GIs and aircraft workers."² To protect farmers the state passed the Green Belt Exclusion Law in 1955 and Agricultural Assessment Law in 1957 guaranteeing the protection of land as long as it was designated as farmland.

⁷ Mike Davis, *Ecology of Fear: Los Angeles and the Imagination of Disaster* (New York: Metropolitan Books Henry Hold and Company 1998), 61-62.

² Scott and Soja, *The City*, 166.

⁸ Stephanie S. Pincetl, *Transforming California: A Political History of Land Use and Development* (Baltimore & London: The Johns Hopkins University Press, 1999), 132.

² Scott and Soja, *The City*, 168.

EAST SAN GABRIL VALLEY: CHANGES IN LAND USE INVENTORY, 1940-60 ⁸			
Land Use Type	1940	1960	% Change
Residential	1.3%	15.5%	+14.2%
Agricultural	72.4%	19.5%	-52.9%
Vacant	19.4%	42.4%	+23%
Other	6.9%	22.9%	+16%

Regional Planning Commission, *East San Gabriel Valley (Los Angeles, 1956)*, 12.

San Gabriel Valley is only 14 miles away from Los Angeles and more importantly helps us view the speed that urbanization transformed the counties touched by the railroad lines. As seen on the table above the years following the second world war brought on a surge of land development, population growth, federal funds and regional planning, but the State had passed the green zoning laws meant to protect Southern California’s farmers and agriculture. Despite the purpose of this legislation land developers and parts of government took actions to circumvent the laws, the county tax accessor was involved bidding up land prices that “farmers, tempted by the potential for large profits” would go to bordering cities to sell and annex their land.⁸ The Federal Housing Administration also took part in land development by not taking any action to preserve the natural land scape² resulting in 52.9% drop in agriculture and an increase of 14 to 20% increase in residential, vacant and other (commercial).

⁸ Pincetl, *Transforming California*, 170.

⁸ *ibid.*, 145.

² Scott and Soja, *The City*, 169.

Citrus and vineyards that had once attracted tourism turned into a horizontal landscape covered in cement, asphalt, and housing and the impacts were already being felt by vineyards further east towards Rancho Cucamonga.

The north surpassed the south in terms of California on how are we going to Produce wines that appeal more to people like the wines of Europe? As that was happening, and more people were coming into our area, the land values started to rise and some people grew tired of growing grapes and eventually would sell their property.

Gino Filippi 2001⁵

In 1946 California sold more than a hundred million gallons of wine, with a small dip in 1947 as vineyards were changing their wine varieties to keep up with the change in demand. Returning soldiers having just returned from Europe gained a taste for dryer tasting wines instead of the sweet wines already being produced in southern California. Anyone in the wine business could tell you that keeping up with tastes in consumer market changes is very difficult to keep up with let alone staying ahead of the demand. It takes years turning vineyards from a Riesling grape vine to a dryer zinfandel grape vine because the vine must mature before it could be used to make a quality wine. Northern California was already on ahead of the wine industry in more ways than one spearheaded by the Napa Valley Technical Group started in 1947 by Andre Tchelistcheff and well known wine makers in the Valley whose members included Robert Mondavi to tackle problems that have been plaguing the wine industry since the wine boom that first started during the Gold Rush. In articles published by the Napa Valley Technical Group, problems concerning the quality of wine focused on bad practices, over cropping,

⁵ McBane, *Gino Al Filippi Oral Interview*, 9.

harvesting too-early or too-late, uncontrolled fermentation, inadequate aging; unintelligent blending, white wines bottled too late, red wines fermented at temperatures too high; and the inflation of inferior varieties that were mistaken/mislabeled as a superior quality wine.⁹ In a two part book series Thomas Pinney, *A History of Wine in America: From the Beginnings to Prohibition* & volume 2 *A History of wine in America: From Prohibition to Present*; the problem didn't wasn't just start with the inexperienced vintners and wine makers lack of knowledge but the root of the problem was with making money. If wineries were going to survive vintners and wine makers had to learn, adjust and convert low quality vines to higher quality vines. Many refused to make any changes because higher quality grapes don't produce the same quantity of grapes as inferior grapes; but for those who like Joseph Filippi went to UC Davis brought back with him "knowledge of fermentation, influences of temperature, style of pressing of grapes, and time grapes are picked."⁵

⁹ Thomas Pinney, *A History of Wine in America, Volume 2: From Prohibition To The Present* (Berkeley and Los Angeles: University of California Press, 2005), 149.

⁵ McBane, *Gino Al Filippi Oral Interview*, 10.

Grape Acreage for Wine by County ¹⁰					
County	1950/51 ¹³	1960 ¹⁴	1970	1980	1991
Los Angeles	667	160	19	0	23
San Bernardino	27,051	21,539	12,757	7,139	1,105
Riverside	3,949	2,671	1,782	2,758	2,311
Napa	10,532	10,384	14,834	26,318	34,319

[*Part of Table would have been cut off in previous page]

The table above display the very fears the Los Angeles 1941 Symposium had for the future of Southern California, during the 50s and 60s there were efforts made to expand existing wineries in San Bernardino County in 1951 and 1956. Joseph Phillipi used his new skills for the family winery using new techniques and with good vines already being grown helped the family business outlast almost 60 wineries that had once existed across 40,000 acres of San Bernardino County.⁵ By 1970 San Bernardino County lost more than half of its grape acreage to just 12,757 falling behind Napa, it is by no accident Northern California Vineyards faced many of the same challenges Southern California did but because Northern wineries banded together

¹⁰ United States Department of Agriculture: National Agricultural Statistics Service, 1950-199," under "Pacific Regional Office: Grape Acreage Report," https://www.nass.usda.gov/Statistics_by_State/California/Publications/Grape_Acreage/Reports/index.php (accessed October & November, 2016).

¹³ The Wine Advisory Board. 1952. *Wine Institute Bulletin: Sixteenth Annual Wine Industry Statistical Survey, Part IV Crop Year Data (July-June) for Wine and Brandy*, no. 627 (San Francisco: Wine Institute, 1952), 15. California Polytechnic Pomona Library Special Collections.

¹⁴ The Wine Advisory Board. 1961. *Wine Institute Bulletin: Twenty-Fourth Annual Wine Industry Statistical Survey, Part IV Crop Year Data (July 1, 1959 – June 30, 1960) for Wine and Brandy*, no. 1085 (San Francisco: Wine Institute, 1961), 12. California Polytechnic Pomona Library Special Collections.

⁵ McBane, *Gino Al Filippi Oral Interview*, 17.

and organized not only to protect grape acreage but promotion of improving and revolutionizing wineries. In 1965 California, had passed the Williamson Act and Northern Vineyards took advantage of this law as it allowed private land owners to enter contracts with local governments exchanging the guarantee of keeping land to serve only agricultural purposes and would receive lower property tax assessments an advantage that previous green belt zoning legislation did not have. The only weakness to the Williamson Act was that the city had to agree and farmers had to be willing to use the laws providing protection like Napa Valley, who has not lost an acre to this day, or cash in on rising property values by sell their lands to cities for development.

(1970s) There was a challenge that land values were growing and people weren't interested in growing grapes.

Gino Filippi⁵

The quick decline of Southern California's Vineyards and Wineries that they were being surpassed by Norther vineyards as the Judgment of Paris not one grape from Southern California was present. Northern California were ahead in every way as the states wine took top honors in both White and Red wines. Only five years after the Judgment of Paris Napa Valley became the first American Vinicultural Area established in California in 1981. Rancho Cucamonga Valley would follow in Napa's example becoming recognized by the AVA in 1995 after. We may not know exactly why it took Rancho Cucamonga so long to become recognized as a wine growing region, but Gino Filippi in a conversation with his father Joseph, "that

⁵ McBane, *Gino Al Filippi Oral Interview*, 16.

everyone was so busy just trying to grow grapes, make wine and stay ahead of the game that it wasn't that important to us.”⁵ Because the rate of decline in grape acreage wineries were trying to just survive.

Rancho Cucamonga General Plan				
Land Use Distribution by Acre ¹¹				
Year of Approved General Plans	1979	1981	2001	2009
Residential	5,161 (16.5%)	12,807 (38%)	13,049 (40%)	10,435 (39.3%)
Commercial/retail	350 (1.1%)	1,244 (3%)	1,623 (5%)	1,362 (5.1%)
Industrial	951 (3%)	5,160 (16%)	3,775 (12%)	3,203 (12.1%)
Agriculture	5,406 (17.3%)	-	-	-
Public/Open Space	5,086 (16.3%)	4,570 (14%)	5,759 (18%)	5,880 (22.1%)
Vacant	14,164 (45.5%)	9,113 (28%)	7,984 (25%)	5,671 (21.4%)
Total	31,118	31,878	32,190	26,551

*When looking at the old General Plans I had to adjust for mistakes made in these numbers as the older plans were organized slightly differently for each of the years the city updated their General plan. For example, 2001 used excel and in 2009 their information shows a big gap in the total acreage was based on more accurate GIS satellite.

The table above you may notice that the agriculture no longer appears in the City of Rancho Cucamonga's General for one reason the city was in favor of the housing industry and

⁵ McBane, 18.

¹¹ City of Rancho Cucamonga General Plan: 1979, 1981, 2001 & 2009. City Hall: Department of Planning, Rancho Cucamonga, CA.

simply passes off agriculture as an important part of other cities culture, despite that the very iconic symbol the city can be recognized by today are grapes from the vine. In a newspaper style issued a proposed the Rancho Cucamonga General Plan, "Although polls show that a large majority of Californians favor prohibiting development of prime agricultural land, the Legislature is unwilling to deprive agriculturists of an opportunity to convert to more profitable urban uses. Lower assessments under the Williamson Act, never a potent force for preservation, have even less appeal to agriculturists now because Proposition 13 reduces the potential for tax saving. The case for long-term retention of agriculture is much stronger in other Southern California Communities, so no agricultural use is shown on the plan."¹²

Despite what may seem like an uphill battle Rancho Cucamonga wine is still very alive although its protection has fallen under historical land marks like the Joseph Filippi Winery. The city of Rancho Cucamonga in their last general plan approved in 2009 Policy LU-17.1: to consider using the Williamson Conservation Act. Today the remaining zinfandel wines are highly valued, with efforts made in cooperation with Temecula Wineries and Cal Poly Pomona to save these vines from being destroyed but having visited the Filippi Winery you can see and feel post-modern urbanization, the city wants to grow but it wants to go back to get something that it had lost. Rancho Cucamonga may never reach the high levels of acreage that it once had, but like a vine you make the best quality grapes by making the vine work hard can only produce a high-quality vintage the remaining wineries will survive.

¹² City of Rancho Cucamonga General Plan: 1979 City Paper. City Hall: Department of Planning, Rancho Cucamonga, CA.

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