

the



# WAYWARD TENDRILS Newsletter

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A WINE BOOK COLLECTOR'S CLUB

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## ROY BRADY, WINE WIT

by  
Bo Simons

**R**oy Brady remains an under appreciated phenomenon in California wine and book history. He has collected and sold more wine books than most of us will ever see, edited an early wine magazine, and observed keenly the California wine industry from the fifties through the nineties. He has written with scabrous wit and solid insight on numerous subjects: wine, the literature of wine, book collecting, Thomas Love Peacock, Madeira, California's first vintage, the imagined joys of older wine, dining among the Southern California country club set, and the list goes on.

I first became aware of Roy Brady when I saw the wine book collection he had amassed and sold to the library at California State University, Fresno. I could see it was a marvelous collection, containing all the major British wine writers of the 18th and 19th centuries - Henderson, Barry, Redding, Vizetelly - and brimming with a strong selection of the American practical manuals on viticulture from Prince to Husmann. In addition to these expected chords, the collection hummed with unexpected grace notes: a surprisingly complete set of the Fête du Vevey programs, hundreds of wine lists, a gathering of sheet music with a wine theme ("Everybody Wants a Key to My Cellar," "Champagne Charley"), two very early editions of Francesco Redi's *Bacco in Toscana* - all suggested a unique wit and a formidable intelligence on the part of their collector, and I wanted to meet him.

I wrote him at his home in Northridge, in the San Fernando Valley, asking if he would like to be part of a video I was preparing on the Wine Libraries of California. He replied, and we started a correspondence that continues to this day. He even offered to come up and donate a copy of his new book to the Sonoma County Wine library.

Roy and his lovely wife, Betty, came up and visited the Sonoma County Wine Library in the summer of 1990. We sat down in the library, and I turned on a video camera, and we talked a little about wine and books. He gave us a copy of his book, *Old Wine, Fine Wine?* whose satiric grace is matched by its drop-dead book production.

I wanted to talk to Brady some more. He had seen the California wine industry grow for four decades. He had known John Daniel, Walter Ficklin, the elder Louis Martini, Martin Ray, Samuele Sebastiani, Lee Stewart, André Tchelistcheff and Herman Wente. He had collected and sold one of the finest collections of wine books in the world. He knew all the book dealers who specialized in wine books. He had read all the wine books worth reading and then some. He had some stories to tell, and he deserved more attention. I told Gail Unzelman, editor of *The Wayward Tendrils Newsletter*, and together we contrived to visit Roy Brady at his Southern California home, in July 1991. I subsequently visited him for another taping session. The conversations of these visits comprise Brady's oral history, part of the Sonoma County Wine Library series.

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Roy was born and educated in the early part of the century in the middle part of the country. He taught mathematics at the Illinois Institute of Technology and at Hunter College (New York City).

He developed an interest in wine. That interest focused one day in the 1940s as he was commuting home on the Illinois Central train in Chicago. Reading Frank Schoonmaker's *American Wines*, he became so interested he got off the train, bought a bottle described in the book, and had the bottle that night. His interests in wine and books married, he joined the Wine & Food Society and contributed several notable articles to the Society's quarterly journal, *Wine and Food*. He read wine books voraciously for several years and then began seriously collecting them. In 1968 he sold his collection to Fresno State. His book, *Old Wine, Fine Wine?* grew out of an article in *The Journal of Gastronomy* and sparked some memorable correspondence between Brady and Michael Broadbent, wine author and, as head of wine at Christie's (London), someone who stood at the opposite pole from Brady on the question of great wine's indefinite ageability.

Roy Brady continues to collect wine books, wine lists and wine labels, and to enjoy wine in Northridge despite the earth moving and he being near the center of that movement.



[The Brady Bookplate, taken from Louis LeClerc's  
*Principes sur la Culture de la Vigne en Cordons*, 1822]

Presented in chronological order is

**A Select Check-List:  
Roy Brady, Wine Writer**

- "Thomas Love Peacock, Gastronomer." *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Summer 1951, pp.80-82.
- "Locke on Wine." *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Summer 1958, pp.77-85.
- "Wine & the Atomic Age." *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Autumn 1959, pp.164-168.

- "Old Madeira." *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Spring 1963, pp.36-42; Reprinted in *The Wayward Tendrils Newsletter*, June 1995.
- "California Wine Writing." *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Spring 1965, pp.67-72.
- "Whither Californian Wine?" *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Autumn 1965, 59-62.
- "The Society & the Vintage in California." *Wine and Food: A Gastronomic Quarterly* (London: W & F Society), Winter 1966, pp.67-69.
- "Introducing the New Wine Library at Fresno State College." *Wines & Vines* (S.F.), October 1968, pp.22-24.
- "Sherry of Spain." [Diego Hurtado de M.] *Wine World*, Vol.1 No.2, Dec.1971/Jan.1972. [Beginning with this issue of the magazine, newly-appointed Editor Brady also contributed a number of articles under cleverly concocted pen-names.]
- "Chappellet Winery...a Dream Come True." *Wine World*, Vol.1 No.2, Dec.1971/Jan.1972.
- "Madeira: The Forgotten Island Queen." [Patrick Darby] *Wine World*, Vol.1 No.3, Feb./Mar. 1972.
- "Burgundy's Slopes of Gold." *Wine World*, Vol.1 No.4, Apr/May, 1972.
- "Cognac: Quintessence of the Grape." *Wine World*, Vol.1 No.5, June/July, 1972.
- "The Infancy of California Wine." [Daren Minos] *Wine World*, Vol.2 No.2, Dec.1972/Jan.1973.
- "Phylloxera: The Scourge that Almost Destroyed European Wine a Century Ago." [Daren Minos] *Wine World*, Vol.2 No.5, June/July, 1973.
- "What is a California Winery?" [Fergus Macgill] *Wine World*, Vol.2 No.5, June/July, 1973.
- See How It Sparkles* by Maj. Ben C. Truman. A Facsimile Reprint of the 1896 edition [Los Angeles' first wine book]. With a Foreword by Roy Brady. (Los Angeles: Wine World Magazine), 1973, 67 pp.
- A Madeira Party* by S. Weir Mitchell. With an Introduction by William J. Dickerson and Appendices on Madeira Wine by Roy Brady. (Sacramento: Corti Bros), 1975, xxv, 80 pp. [Designed and printed by Andrew Hoyem, San Francisco, in an edition of 1000 copies, the book was chosen as one of the Western Books of the Year for 1976.]
- "The Pleasures of Collecting Wine Books." *Journal of I.W. & F.S.* (London), November 1975, pp.8-12; Reprinted in *The Wayward Tendrils Newsletter*, June 1991.

*Brady Check-List, cont'd.*

- "The Pleasures of Somebody Else Collecting Wine Books." *Journal of I.W. & F.S.* (London), May 1976, pp.41-45.
- "The Swallow that Came from Capistrano." *New West*, 24 Sept 1979, pp.55-60.
- "Alta California's First Vintage." *Book of California Wine* (Berkeley/London: University of California / Sotheby), 1984, pp.10-15.
- "Collecting Wine Labels." *Book of California Wine* (Berkeley/London: University of California / Sotheby), 1984, pp.332-339.
- "The Literature of California Wine." *Book of California Wine* (Berkeley/London: University of California / Sotheby), 1984, pp.304-317.
- "Secrets of Wine Tasting." *Book of California Wine* (Berkeley/London: University of California / Sotheby), 1984, pp.456-461. (Reprinted, with minor alterations, from *New West*, 9 October 1978.)
- Old Wine, Fine Wine?* (Northridge, CA: Santa Susana Press), 1990, 44 pp. Numbered, limited edition of 65 copies, designed and produced by D'Ambrosio under the direction of Norman Tanis. [A superbly crafted work of art, this book was issued at \$135; rare available copies now command \$275-\$350.]

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**A BOOK LOVER'S BOOK HUNTING GUIDE:  
A REVIEW**

by Ruth Walker



In October 1995, David and Susan Siegel published the long-awaited *Used Book Lover's Guide to the Pacific Coast States*. Listing over 1,350 book dealers in California, Oregon, Washington, Alaska and Hawaii, this comprehensive guide provides many features to help you find the books you are seeking.

The Siegels drove over 5,800 miles in six weeks in order to visit as many open-shops as possible in these five states. This is their fourth regional guide to used book shops in the U.S., and once again, they have done an extraordinary job. This quality paperback will allow the avid book hunter to save money, time and sanity while finding shops by geographical location and by specialty.

The *Guide* is structured by state and then alphabetically by town. Open-shop dealers, including book dealers in antique malls, are listed along with the "Appointment Only" dealers. Mail-order-only dealers

are listed separately. The usual information, hours, number of books in stock, etc. is given, along with invaluable travel directions to each shop.

Described as "in depth" and "user friendly," the *Guide* has a series of thirty-four state, regional and local maps that are listed by state right after the Table of Contents. A section called "How to Get the Most from this Guide" is a pleasure to read, particularly the discussion about different types of book sellers.

The Specialty Index in the back, as well as over-all organization, strike me as being composed with a great deal of care for a format to be used in a car going over 60 miles an hour down the freeway, or across town to the next adventure in book hunting.

Descriptive comments are included for every shop the authors visited. While their statements are designed to enable the reader to get the most out of book scouting trips, they caution that their perspectives are not meant as criticism or endorsement. Much appreciated are statements such as "Generally speaking, you're not likely to find a book that has been eluding you for years in this shop." [Famous last words.] It's good to know what the odds are from the beginning. The time spent checking out a shop can then be spent with an attitude of adventure, rather than disappointment. It really is true that obscure, rare wonderful books turn up in the oddest places.

In the Introduction the Siegels talk about "eating on the run and staying at motels close to the next morning's itinerary of shops." I especially appreciate this as it reminds me of a dear, now-departed book lover, Spencer Moore, who was a mentor of mine. His advice was to always carry food in the car, take lunch on the run, as 30 minutes lost was a shop not scouted - and to always be prepared for the unexpected. Also, make sure your traveling companion has the same love for book hunting, or go alone.

Many a marriage and friendship has been tested on the road. The Siegels deserve applause for a job well done and an enduring marriage that has been truly challenged by the great and demanding love of books.

*Pacific Coast Guide* can be ordered directly from the authors/publishers at Book Hunter Press, P.O. Box 193, Yorktown Heights, N.Y. 10598. (914) 245-6608. \$18.95 plus tax and shipping. Also available in the series: *New England Guide* (337 pp, 600 dealers from Maine to Connecticut); *South Atlantic Guide*, 316 pp, 600 dealers from Maryland to Florida; *Mid-Atlantic Guide* (367 pp, 900 dealers in New York, New Jersey, Pennsylvania, and Delaware. After purchasing a *Guide*, 6-month Supplement Updates are available upon request, at no extra cost.

## SAINTSBURY SLEUTHS SUMMONED!

[A Letter  
from Tom Pinney]

Dear Editor Gail,

I decided last year to see if I could edit Saintsbury's *Notes on a Cellar Book*. The book, as you know, is dedicated to Rudyard Kipling, and I had found Kipling's own copy of it, with some annotations. [Ed. - See "George Edward Bateman Saintsbury" by Roy Brady, *W-T Newsletter*, April 1993 issue.] I also have Kipling's letters to Saintsbury about the book, and I thought that I could make something out of that material. But the more I looked at Saintsbury's book the more I thought that it absolutely demanded being edited: few things can be more dense and allusive, not to say obscure, and that is what Kipling thought, too. I am convinced that few people who have read it can actually have understood very much of it, even seventy years ago. And what must have been true then is certainly even truer now. So I set to work. It's been an education, but one full of tough questions.

What I send you are certain puzzles to which I have no answer. There are others, but these are the ones that Tendrils might know about. It might be interesting to some of your readers, most of whom will know the book, to see what they are, and if any of them can give me the answers, that will be a most welcome benefit arising from the organization.

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1.) In a note on p. 80 of *Notes on a Cellar-Book* Saintsbury writes: "'Old Rose' champagne was sometimes delicious, but it was not red; and its modern deeply 'pinkified' representatives please me not much."

So what was "Old Rose" champagne?  
I have not found any reference to it.

2.) Speaking of "white Hermitage," Saintsbury says that he had good luck with two sorts: Chateau Grillet, which was "lighter," and "a heavier, La Frette. This last was one of the ornaments of my cellar" (p. 81).

Can anyone identify "La Frette"?

3.) On p. 88 Saintsbury writes: "Then there is Picardan, the northernmost wine of France and the worst. This I never admitted to my cellar, but I have drunk it."

I will copy my note on this reference to show you how little I have been able to learn:

Picardan: I have not found a clear identification for the wine that Saintsbury calls "Picardan." In *The History of the French Novel*, II, 435, Saintsbury says of a scene in a story by Barbey D'Aureville, "Un Dîner d'Athées," in which a character drinks off a bumper of Picardan, that the wine is "the one wine in all my experience which I should consider fit only for an atheist." There was in Saintsbury's day hardly any production of wine in the *départements* that formed the old Picardy. André Jullien, *Topographie de tous les vignobles connus*, 5th edition, Paris, 1866, pp. 50-52, reports that there was still a modest production of wine, both red and white, at Laon, Soissons, and Château-Thierry in the *département* of the Aisne, but none evidently known as "Picardan." But since Saintsbury calls it "the northernmost wine of France" it must have come from that region. The wine now known as "Picardan," so far from being the northernmost, is practically the southernmost of France: a dessert wine from the Bas Languedoc is called "Picardan," after the muscat grape from which it is made. Robert, *Dictionnaire*, says that the name is formed from *piquer* and *ardent*.

There must be contemporary references to this wine, but I haven't found them.

4.) On p. 91: "The best wine of the Marsala class that I ever drank was some brown Syracuse that we used to get in Guernsey."

What is "brown Syracuse"?

5.) p. 119: "Not there [in his cellar], nor in England at all, have I seen rose-coloured brandy as I have in French country districts."

Any information about "rose-coloured brandy"?

6.) p. 120: "'Pale' brandy, which is now the rule, was something of an exception till about the middle of the nineteenth century. 'Brown' is perhaps now taking its place as such."

Are the terms "pale" and "brown" recognized in the classification of brandies? Where would I look for information?

Yours,  
Tom Pinney

[Editor: Tendrils, to your books! Please send your answers, suggestions or clues directly to Tom at 228 W. Harrison, Claremont, Calif. 91711. And, a copy to the *Newsletter*, too, please.]

## LEON ADAMS 1905 - 1995

In recognition of Leon Adams and his work for the cause of wine, the *Newsletter* is pleased to present the following memories, and invite all Tendrils to send in their remembrances and tributes.

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### THOUGHTS ON LEON ADAMS: THE MAN AND HIS MISSION, 1905 - 1995

by Ronald Unzelman

"Look it up in my book. It's in my book."

My wife Gail and I looked forward to our visits with Leon in his Sausalito home. We always arrived with a saved-supply of California wine history questions that we hoped he would answer. Most often, with a directive gesture towards the appropriate bookshelf, he would give us his terse, but friendly, retort.

I came to know Leon Adams in his position as Executive Secretary of the Society of Medical Friends of Wine, but I had been previously introduced to him and his mission when, as a wine neophyte, I read his *Commonsense Book of Wine*.

In putting together these thoughts about Leon, I wanted to understand how he arrived at his calling to promote wine as the healthful food beverage. Leon's early life yields some background to why he chose writing as his profession.

His father was born Nathan Abramson on a farm near Moscow, Russia. Leon has written that his father "became a bookworm" and learned the bookbinding trade in Russia. His parents immigrated to the United States as Nathan and Augusta Lager Adams and settled in Cambridge, Massachusetts, where Leon's father manufactured picture frames and art goods. His father passed his love of great books to Leon, and named him after Tolstoy. And his father's respect for these writers was a decisive influence on Leon in choosing his profession.

When his father's manufacturing plant burned down around 1910, the family moved to California and settled in El Verano, Sonoma County, on a chicken ranch. From a small Zinfandel vineyard on the property, Leon helped pick the grapes from which his mother made the family wine. So, at the age of five, he began his sojourn with wine. The chicken egg business failed and the family moved to San Francisco, where Mr. Adams once again entered the picture frame and art goods business.

Leon studied journalism in his San Francisco high school and was editor of the school paper and yearbook. In the Fall of 1922, when Leon was offered a job as college correspondent by the S.F. *Daily News*,

he enrolled at U.C. Berkeley. Leon related to me portions of his Hollywood-material adventures in 1923 as a young investigative reporter sent into reform school to expose the brutalities of a "school for crime." Leon initially thought the study of penology would be his life's work, but was quickly convinced that "a campaign to reform our penological institutions would be one of the most frustrating and impossible ways to spend my life."

Some of the most dramatic and exciting times of Leon's life must have been as a newspaper marine editor on the San Francisco waterfront. In his later years Leon relished telling me stories of his waterfront beat. It was also the Prohibition beat, and his observation of the evils and misuse of spirits initiated a concern about excessive drinking. As a young man touring Europe, Leon had already noted that there were no drunks except American or British tourists.

It was a book that led Leon to see his mission. *Propaganda* (1928), by the eminent public relations counselor, Edward L. Bernays, convinced him that "newspapering was just a high-grade kind of gossiping." Leon felt his life's contribution would be more valuable if he became a propagandist. Thus, in addition to his newspaper jobs, he opened a public relations and advertising office named Pacific Advertising Staff to further this career change.

A little propaganda booklet, *The Fight for True Temperance*, written by Andrea Sbarboro (founder of Italian-Swiss Colony), gave him his cause. Sbarboro wrote that wine was the healthful temperate beverage and would be the answer to alcoholism. Sbarboro quoted Thomas Jefferson, "No nation is drunken where wine is cheap, and none sober where the dearness of wine substitutes ardent spirits as its common beverage."

Leon also singles out *Wine and the Wine Lands of the World* (London, 1926) by Frank Hedges Butler for helping him see his cause. Hedges wrote of wine as "a great civilized and cultured beverage." Gradually, Leon became fascinated with wine.

His cause would be to teach the American people to drink light wine with meals. He wanted everyone to understand that wine is an article of food, and drinking can become civilized by the mealtime use of table wine. And, he soon discovered that this education would have to reach the winegrowers of California, along with the bankers that financed the wine industry. His propaganda strategy was to be the

writer and organizer behind the scenes - what he perversely liked to refer to as Publicity Engineering.

From the forum of his public relations firm, Leon organized the Grape Growers League, the Wine Institute, and the Wine Advisory Board - and he "ghost-wrote" most of the material coming out of these organizations. Leon hired Dr. Clarence Nelson to research the Wine Institute's first book on the medical uses of wine, *The Therapeutic Uses of Wine* (subsequent editions were titled *Uses of Wine in Medical Practice - A Summary*). Leon has said that one of the most important things he did was to write the *Wine Study Course*. Many of us still have our "Diploma" hanging in the wine cellar.

In 1941, when Herbert B. Leggett wrote his scholarly thesis on *The Early History of Wine Production in California* and presented a copy to the Wine Institute, Leon had it mimeographed and distributed. To better appreciate and understand wine, he thought the American people must have knowledge of the historical background of the wines they were drinking. In an effort to provide this "romantic history" of California's wine industry, Leon asked Irving McKee, a professor of English, to research and write a piece on each wine growing county of California. (Leon chuckles at the mistakes in McKee's manuscripts, many still uncorrected.)

Another avenue of his mission was the Society of Medical Friends of Wine. As the founding voice of the organization, Leon realized that while "wine had a vast and ancient history and masses of testimony concerning its uses in medicine and its values for health, ... modern experimental evidence of those values was lacking." The Society, through Leon's efforts, "recommended the undertaking of a program of research, to be financed by the wine industry, to determine whether those values exist - and to measure those that might be determined." The findings of wine research then were made available to the medical profession.

Leon Adams was instrumental in developing the Wine Institute's fine collection of books on wine, both recent and rare titles. His personal library was mainly a working-author's collection of newish titles used for their information. The pages were dog-eared, the margins filled with notes, and the spine covers regularly faded from the Sausalito sun. And, like everything in his study, the books carried the distinct tobacco aroma of his favorite pipe.

Leon preferred red wine and championed the production of reliable, appealing, palatable "Everyday" wines so the public would buy and drink more wine. But he also recognized a place for the connoisseur's special bottle, which he called "Sunday" wines.

Leon's writings express his philosophy about wine:

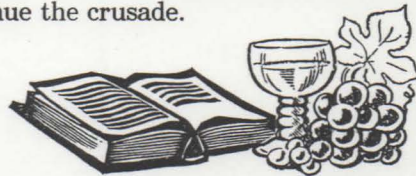
"The trend away from strong drinks to wine has potent cultural, social, and health significance. Wine - the ancient, most temperate, sacred, civilized beverage, itself a fascinating hobby - has begun to civilize drinking in America." [Preface, *Wines of America*, 1990.]

"The obstacles that prevent regular wine use from becoming nationwide are outmoded state laws, relics of Prohibition, that hamper both the growing and the distribution of wine. In most states, a jungle of burdensome red-tape requirements and exorbitant license fees restrict the sale of wine. ... The obstacles will be removed only when enough Americans and their legislators come to realize that wine belongs with food. For table wine is used principally at mealtimes; it is the only true mealtime beverage. This can not be said of water, coffee, tea, soft drinks, beer, or of milk." [*Wines of America*, 1990.]

From his *Commonsense Book of Wine*, first published in 1958, we read: Wine is "fruit juice that preserves itself," and Wine "should cost less than milk." "Wine is much more. It is the sacred, symbolic romantic beverage, the only one fittingly used to celebrate the Holy Mass, to launch ships, to make the connoisseur's banquet perfect, to toast bride, beggar or king. Its praises have been sung of centuries in literature and music."

The mission of Leon Adams was much like that of pioneer wine grower and wine author, George Husmann. Professor Husmann crusaded indefatigably during the 19th century to teach Americans that wine is the true temperate, healthful beverage. Husmann labored for the day when "wine, the most wholesome and purest of all stimulating drinks, will be within the reach of the common laborer and take the place of the noxious and poisonous liquors which are now the curse of so many of our laboring men and have blighted the happiness of so many homes." (*The Cultivation of the Native Grape and Manufacture of American Wines*. 1866.)

Leon carried the promoter's mantle for the wine industry during the post-Prohibition years. But still, we can not yet be called "a wine drinking country." Leon Adams, Andrea Sbarboro, George Husmann and Thomas Jefferson would wish we continue the crusade.



## LEON D. ADAMS AND THE MEDICAL FRIENDS OF WINE

by Paul Scholten, M.D.



Leon D. Adams had more to do with the founding, organization and continuing health of the Society of Medical Friends of Wine than any other single person. He guided the Society for fifty and one half years.

His parents were Russian immigrants living in Boston when he was born in a horse cab on the Charles River Bridge en route to a hospital on February 1, 1905. The family moved to El Verano, near Sonoma, in 1910, then to San Francisco in 1913. Leon graduated from Polytechnic High School where he was editor of the school yearbook. He was looking for a job on a San Francisco newspaper when he learned that the *San Francisco News* needed a correspondent at the University of California. He enrolled at Berkeley to get the job. A brief fling as a merchant seaman and a stint as a waterfront reporter honed his natural cynicism and deep suspicion of anyone who set himself up as an authority. Through the 1920s he worked for most of the five newspapers then in San Francisco, eventually becoming San Francisco bureau chief for the Sacramento-based McClatchy *Bee* newspapers. The paper allowed him to do whatever he wanted with his spare time and he began to do public relations and advertising work.

In 1931, although Prohibition was still in effect, a group of growers had the idea to sell grape concentrate to home winemakers. They hired Leon, who founded the Grape Growers' League of California and dispatched a lobbyist to Washington to try and change the regulations. The scheme didn't work, but when Prohibition ended in late 1933, Leon's work was remembered and, when the Wine Institute was organized in 1934, he became the Institute's secretary.

He ran the Wine Institute for the next twenty years, but always from behind the scenes. Avoiding the limelight, he wrote articles and speeches for others. He hired and trained a whole generation of wine writers and publicists, instituted training courses for the wine and restaurant trade, and organized political lobbying efforts. Adams recruited attorney Jefferson E. Peyser, then a California Assemblyman, for his team, and for the next forty years Jeff was General Counsel of the Wine Institute and also of the Medical Friends of Wines. Together, Adams and Peyser wrote California's first quality wine standards, wine type specifications and code of standard practices, then had them enacted into law. This legislation still governs California's basic wine law, and when the French first adopted a wine code for France

in 1947, they used Leon's regulations as a model.

Wine Institute membership has always been voluntary with dues based on volume of production. Leon felt that more effort, and money, was needed to educate the public that wine is a healthful food beverage, not a skid-row drink. The result was the Wine Advisory Board, which became a legal entity in 1938 when two-thirds of the wine industry voted to create it and gave it the power, by law, to assess everybody a fraction of a cent for each gallon of wine produced. The increased funds allowed an enlarged advertising program to educate both the public and the wine and restaurant industries. A Wine Study Course was written by Leon, and wine-oriented recipes were distributed by the millions.

Adams has been a member of the San Francisco Wine and Food Society since it was founded in 1935, and this group contributed to the inspiration of the Medical Friends of Wine. In 1938, Leon decided that a similar group, devoted to the scientific study of wine and its beneficial medical effects, especially California wines, mixing serious research with epicurean pleasure, would be beneficial to science and medicine, and, not least, to the wine industry. He circulated the idea to a number of medical people, many of whom were members of the San Francisco Wine and Food Society, and on February 24, 1939, the Society of Medical Friends of Wine held its Inaugural Dinner. Already, at that first dinner, the successful formula that has guided the Society for the past fifty-six years was in place: a distinguished speaker on a scientific subject, multiple wines, and the Society's purpose clearly printed on the menu. Of the ten founding members who were present at the Inaugural dinner, three of them in later years told the writer how the idea to found the Society had been theirs alone. This was completely in accord with Leon's idea that he should stay quietly in the background; and for the next half century he guided the Society as its Executive Secretary without salary. He quietly handled the Society's correspondence, schedules and announcements and wrote and edited the twice yearly Society Bulletin, seen in medical libraries everywhere and widely quoted in the press.

Forceful presidents of the Society picked out sites for the meetings, arranged the dinners, wines and menus and sought speakers. More complacent and dilatory presidents who waited until they were in office to start planning, found that Leon had made all these arrangements a year in advance. His tremendous contacts in the wine industry enhanced the Society and made it welcome anywhere.

Wine Institute and Wine Advisory Board research programs were begun in 1939 when Dr. Clarence Nelson was engaged to write the first modern scientific book on the medical uses of wine,

*Therapeutic Uses of Wine*, which went on to ten editions. Under Leon's direction, the Medical Friends of Wine and its members, led by Salvatore P. Lucia, were instrumental in developing and directing a program of study of the nutritive and medicinal values of wine. Although the Wine Advisory Board was ended in 1975, the Wine Institute continues to support wine research projects, and members of the Society serve on the Wine Institute Research and Educations Committee that awards the research grants. Leon also promoted the Society's \$2000 Biennial Research Award for original published work.

Leon left the Wine Institute in 1954 after having been its prime mover, albeit a self-effacing one, for twenty years. For the last thirty-nine years, Leon had been chiefly an author of books and articles, a wine judge and consultant, historian, lecturer on wine, and the Executive Secretary of the Medical Friends of Wine. Additionally, he always found time for his particular hobby - fishing. His fisheries research, by computing weekly catches for seven years, made him nationally known as "the man who fished by IBM machine." His *Striped Bass Fishing in California and Oregon* was a best seller, and he wrote dozens of articles for hunting and fishing magazines.

Other nationally acclaimed books by Leon Adams included *The Commonsense Book of Wine* and *The Commonsense Book of Drinking*, and especially his encyclopedic *Wines of America*, first published in 1973, followed by editions in 1978, 1985 and, most recently, the 4th edition in 1990. Leon also wrote *How Much Can You Hold: the Drinking Driver's Bible*, the *Wine Handbook Series*, and *The Wine Study Course*. He "ghost-wrote" a number of "autobiographies" of wine people and restaurateurs, and authored various articles that appeared under the names of others. 🍷

[In the March 1980 issue of Wines and Vines, there is a more complete biography, written by publisher Philip Hiaring when Adams was proclaimed both the Wines and Vines Man of the Year and the winner of the American Society of Enologists coveted Merit Award.]

[Ed.- Our thanks to the Medical Friends of Wine Bulletin and Tendril Paul Scholten for this sketch of Leon, which originally appeared in the September 1993 issue of the Bulletin. Paul, Past-President and long-time member of the M.F.W. Society, currently serves as the Chairman of the Society's Research Committee.]




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7 November 1995

Madam Editor,

Although you did not ask for our memories of Leon Adams, it's tempting to offer them - as a kind of wake in print - and perhaps others of our members will share in the sentiment.

I mourn the loss of one of that endangered breed of American gentlemen, the hand kissers. Leon Adams's courtly greeting ushered a woman into a more gracious era, one which called to my mind a toast favored by my Irish ancestors: *Good health to the men and may the women live forever!* It seems to me fitting that a man who loved wine also saluted the Eternal Feminine.

Farewell to a gallant champion of American wine.

Linda Walker Stevens  
Hermann, MO.




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## TRAVELS WITH LEON

by Lucie Morton

In composing a few words about the late Leon Adams for the Wayward Tendrils, I looked over my four volumes of *The Wines of America*. The first two editions are well worn, and contain notes from Leon, wine labels, and other memorabilia. The fourth edition looks new and contains Leon's change of address from his apartment in Mill Valley to a managed care facility there. Leon signed each of the volumes with a brief greeting reflecting my changing family status.

*The Wines of America*, 1973 (1st edition, 2nd printing), signed by LDA in April 1975: "For the W. Brown Mortons and vigneronne Lucie, who are pioneering modern viticulture along the Potomac - "

The first edition was an indispensable reference for "*Viticulture de l'Est des Etats-Unis*, my thesis for the *Cours supérior de Viticulture*. My parents airmailed me a copy to Montpellier.

*The Wines of America*, 1978 (2nd edition), signed in November 1978: "For Lucie! with love."

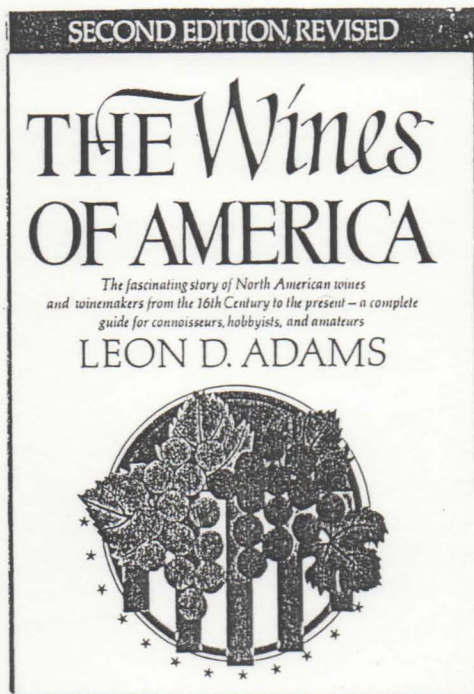
The second edition, my favorite, could have been subtitled "My travels with Leon" because during those personally unencumbered years from 1975 to 1978, I travelled thousands of miles over America's enological back roads with Leon. He talked with the people and I snooped around their vineyards.

*The Wines of America*, 1985 (3rd edition), signed August 1984: "For Lucie, Ken, and Katie, with love!"



During his revisions of the third edition, I married and undertook two books of my own. Reluctantly, we agreed that my path as a viticulturist and his a vinicultural chronicler were sufficiently distinct to preclude a co-authorship of future editions.

*The Wines of America*, 1990 (4th edition), signed August 1, 1990: "For Lucie, my fellow explorer of fine American vineyards, and for Ken, Katie, and Julie!"



Given the growth and evolutionary nature of winegrowing in North America, Leon needed a co-author, or a team of them to maintain the incredible, first-hand (non press release) perspective that enlivened and enriched the first two editions. No one came forth.

Leon was a journalist who could pack an amazing amount of information into a single sentence. He focused in a unique way on human nature and wine (in that order). It was his deep understanding of human nature that permitted him to predict the future based on an assemblage of past and present facts. He was a kind and modest person with an outwardly gruff exterior. This curmudgeonly façade came in handy when he wished to state hard truths without offending people. His books are a gift of inspiration and ammunition for those who foster and defend winegrowing in their own backyards. ✨

[Lucie Morton, viticulturist, is the author of *Winegrowing in Eastern America* (1985) and translated Pierre Galet's *Practical Ampelography* (1979)]

NEWS  
& NOTES

Hello! to 1996 and Volume 6 of our *Newsletter*. A **5-Year Index**, covering Vol.1 No.1 (1991) through Vol.5 No.4 (1995) is enclosed. Also, you will find a **Membership/Subscription Renewal** form for 1996.

Since our last issue we have gathered four new members: **Robert Heuman**, 575-45th Ave, San Francisco, CA 94121; **Patrick McBrayer**, 1522 Stapler Dr, Yardley, PA 19067; Winemaker extraordinaire **Sean Thackrey**, P.O. Box 58, Bolinas, CA 94924, who collects books on the art of wine making, in most languages; and **Joseph Lynch**, 2405 Chatham Drive, Wilmington, DE 19803, who has been collecting for 35 years! Welcome to all!

**Warren Johnson**, proprietor of Second Harvest Books, has moved to Oregon and added a book shop to his mail-order business. He can be reached at P.O. Box 3306, Florence, OR 97439-3306. Phone/Fax 800-928-5206.

An updated **Membership Roster**, with details of the new members and some address/phone number changes, will be sent to all Tendrils in the Spring. If any members have updates they haven't sent in, do so now so we can include them.

Coming soon, the weekend of February 16th, is one of the best of the antiquarian book fairs, the California International - this year to be held in Los Angeles, with over 150 exhibitors participating. However, for us, a major booth will not be exhibiting, due to Mike's ill health. We shall miss their cheery booth - a favorite gathering spot for Wayward Tendrils - and their lovely old books.

We appreciate the cordial note from **John Thorne** in England in which he says: "Thanks for the latest W-T *Newsletter*, as interesting as ever. Not sure who wrote the preamble to the Pamela Vandyke Price extract, but I hope she doesn't see it. It says her career spanned more than 30 years, the use of the past tense suggests she is no longer working. I can assure you she is! A book on South African Wine and Food is due to be published by Batsford early next year. She reviews books for a South African magazine and when I spoke to her Saturday (11th Nov) she had just done two reviews for the "Literary Review." Also she does wine recommendations for a London-based cable news service, plus she is still giving talks when asked. No doubt she has other things that she is doing or planning that I don't know about. Hope I am as active when I reach her age."

**A Mannie Berk tip:** A good source for quality reprints of some of the hard-to-find classic French  
*cont'd on page 12 -*

## THE PLEASURES OF SOMEBODY ELSE COLLECTING WINE BOOKS

by Roy Brady



When I parted with my wine library I thought that would be the end of collecting, but of course it wasn't. A dyed-in-the-wool collector can no more survive without collecting than without eating. Collecting is like the gout - it may be controlled, but it can never

be cured. That was apparent when the first bookseller's catalogue arrived after my collection had gone. There was an instant flare-up of the old fever, but I resisted ordering anything. The reasons I had for giving up the collection remained as valid as ever. The prices of rare books had moved beyond my means, large scale collecting was too time-consuming, and storage space was still short.

Knowing that something had to be done, I decided on a more relaxed and less expensive course. I buy all of the good new wine books, and of those there is a fair number these days. I'm also making a collection of the bad ones. With everybody a wine expert, there is a wondrous flood of publications that are naive, pretentious, ignorant and magnificently self-confident. One Bordeaux specialist was unacquainted with the names of Mr. Penning-Rowsell or of Cocks and Feret. It is a little collection that will provide an amusing view of one side of the American wine boom. To collect these days without a great deal of money calls for some such specialization.

In the meantime my original collection has found a happy home in the California State University, Fresno. In these days, when many librarians are information-retrievers and computer-analysts who would like to put everything on microcards and throw out the books, the Fresno library is fortunate to have as its head Dr. Henry Madden, a scholar, linguist and book-lover. It is equally fortunate in Mr. Ronald J. Mahoney who, as Head of the Department of Special Collections, has immediate charge of the collection. His interest in it and his extensive experience with rare books have assured its growth far beyond anything that would have been conceivable had it remained in my hands.

An important advance is that the collection has been catalogued to the highest standards of bibliographic description. I had a catalog sufficient for collecting purposes, but it evidently gave pain to the bibliographically exacting Madden. Now it is to be hoped that Mahoney will find time to compile a bibliography, at least up to some point, say 1900 or even 1850. It is equally to be hoped that we can find money to publish it.

In collecting I pursued the *ignis fatuus* of completeness as long as possible. Today Fresno adds books after 1920 only if they are scholarly or otherwise important, and it particularly concentrates on books before 1850. It also collects ephemera such as wine lists and catalogues. To collect technical works would be misguided because of the great collection at the University of California in Davis, only 200 miles away. The Fresno collection is of a literary-historical-humanist bent.

Growth of the collection is to be measured not only in numbers, but in quality and character as well. When my collection went to Fresno it consisted of about 1500 books, 3000 pamphlets, wine catalogs, wine lists, etc., and 200 volumes of periodicals including many ephemera, almost all gathered over a ten-year period of intensive collecting. I parted with them with much regret and much relief.

I had no idea how satisfactory it would be to have the collection at Fresno. It would be nice to have had it closer to home, but apart from that it was marvelous to hand the responsibility over to someone else. I still participate as a consultant in finding and selecting books, and in seeking private contributions to buy books that would otherwise be beyond the means of the library. Through the generosity of donors, and most particularly of Mr. Sid Greenberg of Los Angeles, it has been possible to acquire many works of great interest. I had a single sixteenth century book, Charles Estienne's *Vineto* (Venice, 1545). Fresno now has several dozen, not a lot, but the number grows steadily.

We have Johann Rasch's *Weinbuch* (Munich, 1582) with an interesting woodcut showing a vigneron tending a vine outside the cellar door while the master of the estate appears to be giving directions. A scarce little book is Scarlino's *Nuovo Trattato della Varietà, & Qualità de Vini, Che Uengono a Roma...* (Rome, 1554?). We also have the first German edition of Arnaldus de Villanova's *Diser Tractat Helt yn von Bereytung der Wein ...* (Strassburg, 1512). ("This Tract Contains How to Prepare Wine for the Health and Use of Men").

It is sometimes interesting to get different editions of a popular book. In addition to the first edition of Redi's *Bacco in Toscana* (Florence, 1685), we have a 1770 Naples edition, an 1807 Venice edition and Leigh Hunt's annotated English translation, *Bacchus in Tuscany* (London, 1825). The latter I long sought but never found. It is also sometimes worthwhile to collect as many as possible of the works of an important writer, as was Chaptal, Napoleon's Minister of Agriculture, of chaptalization fame. Fresno has about a dozen works and editions of his.

Early books have a fascination unlike anything else, but in the nature of things there are more

interesting books from later rather than earlier centuries. I have always been attracted to ampelographies with their descriptions of grape varieties and color plates. The most famous is surely Viala and Vermorel's *Ampelographie*, 7 vols. (Paris, 1909) and, of course, Fresno has a set; but one I coveted was that of Rendu (Paris, 1854) in two handsome folio volumes. It seemed unlikely that one would ever turn up because only 200 sets were printed. Such books are often broken up by people who want to frame the plates, so there would probably be substantially fewer surviving today, but it does happen that a book known to be rare suddenly seems to be as common as blackberries. All at once a couple of years ago sets were offered in San Francisco, New Jersey and Paris. Through the generosity of Sid Greenberg, Fresno got the best of them. I suppose that people who never thought of selling change their minds when the price goes to \$1,750.

There can be adventure in pursuing books. In the summer of 1973 Ron Mahoney told me that a complete set of *Cozzens Wine Press* (New York, 1854-61) was coming up at auction in San Francisco. Since the university has no mechanism for bidding at auctions it was up to me to make arrangements to go after it. I knew it was rare, never having seen a single copy for sale. André Simon had only the first year. Investigation showed that no library listed a complete run. It was rare, and the catalogue estimate that it would bring \$40 to \$60 was absurd if anyone there knew what it was. I hoped they wouldn't, and after some thought put in a written bid of \$255 since I could not be there. Unfortunately somebody did know and got it. I couldn't find out who it was. Several months later I was talking to a book dealer I know, and she mentioned having a curious little periodical. I knew at once where Cozzens had gone. It finally got to Fresno, but at ten times the catalogue estimate.

Searching for pamphlets is laborious but rewarding. So many are unrecorded that there is no telling what will turn up. We found one oddity titled *Making Beer, Wines and Liqueurs in the Home* (Domáci Vřoba Piva, Vína a Likéro) (Omaha, Nebraska, 1942). It is printed in English and Czech with the two parts bound back to back with a title page at each end, and of course, each upsidedown with respect to the other. A pamphlet that is probably very rare is *Kurzgefasste Anweisung über die Behandlung des Mostes und des Weins...mit Besonderer Rücksicht auf die Ver. Staaten, von einem praktischen Weingärtner* (Concise Advice on the Establishment of Vineyards, the Management of Musts and Wines...with Particular Regard to the United States. By a practical vine-dresser). That's all it says, but investigation has shown that it was

published by Johann T. Hanzsche in Baltimore in 1828. It is always a delight finding such things unknown, unexpected and often unexpensive. The real cost is in the labor of rummaging through heaps of useless things, but one does come up with an occasional treasure - and quite a bit of grime.

The future supply of older wine material is problematic. The collective surge of the sixties seems to have abated in the seventies, but it is too soon to be sure. High prices will bring things out only so long as there are things to bring. There are collections which may one day be sold by catalog, auction or private treaty, or they may be otherwise dispersed. One collection on which I had kept an eye for years unexpectedly fell into indifferent hands and was carelessly dispersed. I discovered that when I found a 1518 Crescentius doing duty as a coffee table book in an unbookish household. It had the telltale bookplate. For such reasons I favor putting rare books in institutional libraries though it is fun collecting them.

After twenty years of collecting I continue to be astonished at the richness of the literature of wine. It would take a sizeable staff and an immense amount of money to strive for a universal collection. Fresno has a collection that will continue to grow in importance within its chosen bounds, but there is much it is not seeking. Individuals who enjoy collecting can still put together significant collections, and not necessarily by spending a lot of money. A clearly-defined goal pursued over a long enough period is certain to end in a noteworthy collection. I will give one example of the many possible. The new-found American interest in wine has brought out a spate of ephemeral publications. In twenty or thirty years time, long after the crest has passed and most of them have been forgotten, an extensive collection would be invaluable. Such things are as evanescent as the mayfly. They seem common now, but only wait. The afore-mentioned *Cozzens* was a throw-away in its time. I am thinking of the newsletters of advice to the wine buyer; of newsletters put out by merchants, importers, wineries, and wine clubs; of all the brave wine magazines that quietly go to rest through no intention of their own. I hope that someone is making that collection, but I doubt that he is. ♣

[Brady's article - actually Part II of his November 1975 I.W.&F.S. Journal article on "The Pleasures of Collecting Wine Books," reprinted in our Newsletter Vol.1 No.2 June 1991 - appeared in the May 1976 I.W.&F.S. Journal.]

▪ Roy Brady recently sent to the Editor his thoughts and comments on the almost-twenty-year-old article:

Brady, cont'd. -

▪ How quickly things become dated. Micro-cards, indeed. And prices that seem outrageous too soon become bargains. I grossly underestimated the power of high prices to flush out treasures. My close association with Fresno diminished, private financing ceased, and all academic libraries have been in difficulties. Henry Madden is dead, and Ron Mahoney approaches retirement. In the non-porosity of institutional libraries, as in many other things, I have less faith than I used to.

▪ I decided that *outré* books were merely a passing fancy. I continue to buy most of the good new books, but that is not collecting. My fanatical collections are wine labels and wine catalogs of every sort. Both collections will go the U.C., Davis - the latter next year, the labels later.



-- News & Notes--cont'd.

texts on enology (and gastronomy) is Librairie Jeanne Laffitte at Les Arcenaulx, 25, cours d'Estienne-d'Orves, Marseille, 13001. Tel.91 54 14 44 / Fax 91 54 25 64. Titles by Chaptal, Guyot, Pasteur and the lavish seven-volume ampelography by Viala & Vermorel are available. Contact them for a list of titles and prices.

Are you on the mailing list for the catalogues of Louis & Clark, Booksellers? (P.O. Box 5093, Madison, Wisconsin 53705) They are a mail-order firm specializing in "old, rare, out-of-print books on cookery, gastronomy, beverages..."

Not for everyone, but for those interested in the history of book covers, the American Institute for Conservation of Historic and Artistic Works has compiled a Checklist/Guidelines for 19th Century Publishers Bindings. This is a detailed survey of the historical developments as related, primarily, to American and English publishers bindings of the 19th and early 20th centuries. For a copy of this most-interesting paper, write the AIC, 1717 "K" Street N.W., Suite 301, Washington, D.C. 20006. Send a S.A.S.E. with your request.

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**BOOKS & BOTTLES**  
by  
Fred McMillin

**CALIFORNIA GRAPES & GOLD:  
AMADOR COUNTY WINE GROWING**

**The Book:** *Old Vines, a History of Winegrowing in Amador County*, by Eric J. Costa. Cenotto Publications, Jackson, CA. 86 pp. \$14.

FOR SALE: Thirty-five spirit pipes... and 9 casks holding 600 to 800 gallons each. For particulars, apply to Madame Pantaloon's ranch, near Slabtown. - Amador Ledger, 1872.

Probably "the most colorful character among Amador County's pioneer viticulturists" was Madame Pantaloon. French-born Marie Suize acquired the sobriquet because of her practice of wearing boots, shirt and pantaloons while wielding a pick alongside the men in her gold mines. Her attire was less appreciated outside the tunnels, however. In San Francisco, she was arrested for "masquerading in man's attire."

If you want to learn more about Marie Suize's success with grapes and gold, you'll find it in this charming book. But, the real star of this account is not a winegrower, but its featured grape, the Zinfandel. The Zinfandel arrived in Amador County in the 1850s - Dr. Samuel Page apparently was one of the first to plant it, along with other grapes with such household names as White Sweetwater and Frontignan Grizzly??

For particulars, we refer you to 1857 issues of the Volcano Weekly Ledger, quoted by author Costa.

**The Bottles:** Under \$10 - Montevina Zinfandel, Jackson Valley Vineyards Chardonnay. Best Buy: Shenandoah White Zinfandel (\$5.50).

Over \$10 - Deaver Vineyards Zinfandel, Story Winery Zinfandel, Sutter Ridge Port. Best Buy: Sobon Fiddletown Zinfandel.

[Ed. - Fred is the recent recipient of a Certificate of Commendation from the Academy of Wine Communications for his American Wine on the Web. For a further look at Costa's book, see Vol.5 No.3 of the Newsletter.]