

**United States Department of the Interior  
National Park Service**

For NPS use only

**National Register of Historic Places  
Inventory—Nomination Form**

received JUN 25 1986  
date entered

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

**1. Name**

historic Buena Vista Vineyards/Buena Vista Vinicultural Society

and/or common Buena Vista Winery

**2. Location**

street & number 18000 Old Winery Road

N/A not for publication

city, town Sonoma

N/A vicinity of

state California

code 06

county Sonoma

code 097

**3. Classification**

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property**

name Buena Vista Winery, Inc.

street & number P.O. Box 182

city, town Sonoma

N/A vicinity of

state California 95476

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Recorder's Office Sonoma County

street & number 585 Fiscal Drive

city, town Santa Rosa

state California 95406

**6. Representation in Existing Surveys**

Haraszthy's Champagne Cellars and Press House #392

title Calif. State Historic Landmark

has this property been determined eligible?  yes  no

date November 6, 1947

federal  state  county  local

depository for survey records N/A

city, town Sacramento

state California

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## 7. Description

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<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		date <u>    N/A    </u>

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### Describe the present and original (if known) physical appearance

Admirably fulfilling the architectural needs of Agoston Haraszthy, the Press House and the Main Winery, in their simple and direct vernacular style, are reminiscent of north central Europe. These buildings serve as a reminder of some of the earliest and most influential winemaking efforts in California. Once at the center of the 6,000 acre wine producing Buena Vista Vinicultural Society the buildings now occupy a 0.77 acre wooded site on the bend of the Arroyo Seco Creek near the City of Sonoma. Built of locally quarried stone they front on tunnels that had been excavated into the north face of a hill for the purpose of aging wine at constant ideal temperatures. The massive stone walls are of double wall construction with a rubble filled interior, giving an impression of greater strength than is actually the case. Volumetrically, the gable roofed buildings are rectangular boxes reflecting a high degree of symmetry, with classical lines exhibited in the proportions, placement and spacing of the doors and windows. Ornamentation is limited to quoins of a slightly more dressed stone which delineate the keystone arches, windows, doors, and the corners of the buildings. Despite major repair and some alterations, the Press House and Main Winery still maintain their architectural and functional integrity as they remain a viable part of Buena Vista Winery, representing a continuum between the yesterday and the today of California's wine industry.

#### Press House

The smaller, more westerly of the two buildings on the site, the Press House was completed in 1862 or 1863.<sup>1</sup> Two and a half stories at its gable end, it is constructed of coarse cut rhyolitic tuff in a rectangular shape 44 feet by 54 feet and has an asbestos shingled roof. Exposed rafters protrude through a concrete lintel that runs the length of the building. Fronting on the reconstructed remains of two of the three original tunnels, the northern facade, or front of the building, is two stories high while the roof of the south facade, or rear of the building, is only six feet above the ground.

The eastern gabled end of the Press House has, at the second story level a large, arched double door constructed of vertical wood planks held together by iron hinges.

The main entry is through a center archway at ground level on the long northern facade. A double door, 10 feet wide, of plain vertical planks is recessed two feet into the archway. Symetrically flanking either side of the archway are two pairs of narrow ventilators, now fitted with fixed panes of glass. At the second story level, there is a centrally located rectangular opening covered with vertical wood planks. Symetrically placed on either side are two pairs of casement windows.

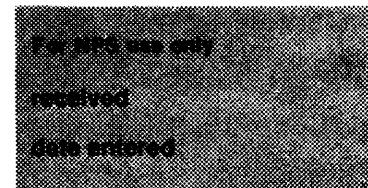
The western, gabled end has, at its gable level, a keystone arched entry covered by vertical wood planks. It is flanked by a pair of casement windows of the same style and an offset keystone archway with a single door of vertical planks. Recessed at ground level with its entry facing north is an attached storage shed 12 feet by 15 feet in size topped by a flat composition roof. The front is covered with vertical wooden planks.

The Press House looks very much as it did when first constructed. Photographs taken by Eadweard Muybridge in 1871 show that a wooden shed-like addition was built across the northern facade extending the ground floor out by some 15 additional feet. This shed was added in 1867 according to the annual "Report of the Buena Vista Vinicultural Society" of that year. The removal date of this shed is unknown. Throughout the life of both the Press House and the Main Winery, wooden sheds and lean-tos were built, and removed, as dictated by the needs of the winery.

Repairs and alterations were made to both the Press House and the Main Winery beginning in about 1947 by Frank Serres of Sonoma for Frank H. Bartholomew. Time and cumulative earthquake damage required major repair, which was done as needed over the next few years by the Serres Construction Company. It was probably at this time that

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2. Title: Sonoma County Landmark #18, Haraszthy Champagne Cellars at  
Buena Vista Winery  
Eligibility: Not Applicable

Date: November, 1975

County Survey

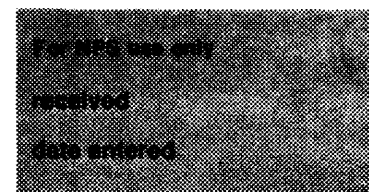
Depository of Survey Records: Sonoma County Planning Dept.  
575 Administration Dr.  
Santa Rosa, California 95401

3. A Guide to Architecture in San Francisco and Northern California by  
David Gebhard et. al. (Santa Barbara, 1976), p. 382

4. California Historic Resources Inventory, 1979  
Depository: Office of Historic Preservation  
Sacramento, California

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the reinforcing concrete lintel was installed across the tops of both buildings; the effect of this bond on the Press House was to flatten the arch of the second story windows on the north facade of the building. The small wooden shed was built at ground level on the western facade to house a crusher. The fall of a large eucalyptus tree in the late 1960's damaged the roof and much of the east gable end of the Press House. During the repairs, two windows at the second story level were replaced by the large arched doorway that is visible today. The roof was partially replaced with slate tiles.<sup>2</sup>

Most recent alterations were the renovations done in 1982 by Reiner Keller, AIA, to bring the building up to code for public use and to prevent further shifting from the hillside pressing at the rear. No historically significant interior features remain; alterations are as described:

"An entire heavy timber structure was designed and built within the old stone structure. It was internally braced and bolted to the two-foot thick walls...The grouting between the stones of the old walls had decomposed and it was necessary to re-grout the walls between the structural members in order to give sufficient integrity to the building. Balconies on three sides of the interior...were reconstructed, and a balcony was added to the fourth side to give increased stability to the building and provide a second exit. A heavy concrete retaining wall was constructed in back of the building to restrain the hillside from further movement...Two old tunnels into the hillside were reconstructed with a concrete lining and covered with stone to give the original appearance."

The interior has been fitted with a bar and with "other furnishings to be compatible with the character of the building. A fireplace was built of matching stone, and a floor of Mexican tile was installed."<sup>3</sup>

These latest changes were, for the most part, internal and are not visible on the outside except for the symmetrically placed, octagon shaped iron caps on the ends of the re-inforcing tie rods. The mortar of the Press House may have been scored and pointed in its original application. If so, this was done to create the illusion of a more dressed stone. The Reiner Keller rehabilitation made no attempt to recreate any mortar pattern. Mortar was chosen to be compatible with the soft nature of the original stone in an effort to prevent the damaging effects of spalling.<sup>4</sup>

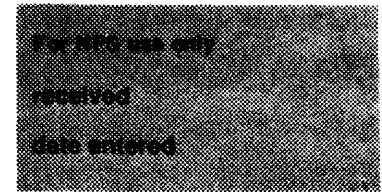
Main Winery

Located approximately 150 feet east of the Press House, the Main Winery was completed in July 1864. Originally only one story in height, the remaining two stories were added in 1867.<sup>5</sup> A three and a half story rectangular building, 48 feet by 94 feet, the Main Winery has a gabled, corrugated metal roof and board and batten gables. Rafters are exposed in pairs. A single horizontal-louvered vent is located in each gable.

The eastern gabled facade has, at the second story level, a single offset arched entry toward the rear of the building with vertical planked double doors. Centrally placed at each level is a single window with a lugsill and a flat lintel of radiating stones. The windows are covered with vertical iron bars.

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The main entry, on the northern facade, is through the centrally placed archway containing a double door of vertical planks studded with iron nails and flanked on either side by three vertical ventilators. At the second and third story levels a large arched window with fixed glass planes is positioned above the entryway. At the second story level this large arched window is flanked by two pairs of casement windows, while the third story window is flanked by single casement windows. Historical photographs taken by Eadweard Muybridge in 1871 do not show the two flanking pairs of casement windows on the second story level that exist today. The date at which they were added is unknown. Today the entire northern facade is virtually obscured by a heavy growth of ivy.

The western facade has an adjoining flat roofed structure which has an outside entry and contains restroom facilities. The rest of this side is identical in fenestration to the eastern facade except for a large arched double window to the rear of the building. The facade is viewed, and photographed, with great difficulty due to trees, shrubs and fences.

The south facade, or rear of the building is only one and a half stories high due to the slope of the hillside and contains a centrally located arched entry which serves as a loading dock. It is flanked by two wooden framed rectangular windows at each level.

The interior of the Main Winery is only visible to the public at the first level. This building and its tunnels are used primarily for the storage of large casks of wine. The only historically significant features remaining are the heavy supporting wooden posts and beams. The three tunnels, with their brick-arched entrances vary slightly in width and length, being approximately 17 feet wide and ranging from 52 to 76 feet in length.

Major repairs were done after 1949 by Frank Serres of Serres Construction Company. The northeastern corner had collapsed, probably due to earthquake activity, and was rebuilt of concrete. The mortar was regouted and ivy was planted to hide the repaired masonry.

In essence, the integrity of the PressHouse and the Main Winery, both in style and function, has remained intact. Alterations have been based on the needs of the winery at the time. Restorations have been done as carefully as possible given the state of the art of preservation. Both buildings continue to serve the wine industry for which they were built. They reveal their age primarily by the thick growth of mature trees that now surround them.

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Description Endnotes

- 1 "A Trip to Sonoma Valley", California Wine, Wool, and Stock Journal, (May, 1863) p. 79.
- 2 Interview with John Serres, by phone, Sonoma, California, 26 September 1984.
- 3 "Architectural and Structural Rehabilitation Retains Historic Character with Today's Safety Requirements for Old Buena Vista Winery Press House", Press release of Public Relations for Architects/Designers/Engineers, San Francisco, California. 17 April 1982.
- 4 Interview with Reiner Keller, AIA. by phone, San Rafael, California, May 9, 1984.
- 5 Buena Vista Vinicultural Society "Reports of Board of Trustees and Officers". (San Francisco: Buena Vista Vinicultural Society) 1867 p.11
- 6 Interview with John Serres, by phone, Sonoma, California, 26 Sept. 1984.

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input checked="" type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1862–1864 **Builder/Architect** Agoston Haraszthy

### Statement of Significance (in one paragraph)

The history of the Buena Vista vineyard and winery, whose origin can be traced to the secularization of the Mission de San Francisco Solano de Sonoma, uniquely parallels the development of modern viticulture in California. Moreover, the Buena Vista Winery was an experiment in large scale commercial ventures typically attempted by 19th century entrepreneurs who were inspired by California's abundance of natural resources and unfettered by traditional business constraints. Agoston Haraszthy, an energetic viticulture lobbyist, formulated at Buena Vista a scheme for a modern wine producing complex supported by the best grape varieties and the largest vineyard in the world. When Haraszthy bought the Sonoma property in 1857, he began to change it from a limited vineyard and winemaking site to an impressive facility, including six underground cellars and two stone winery buildings, following his own designs. The Press House, built in 1862, was said to be the first stone cellar in the Sonoma Valley.<sup>1</sup> Overextended by heavy mortgaging practices, Agoston Haraszthy persuaded William Ralston and a number of other San Francisco capitalists to incorporate the enterprise as the Buena Vista Vinicultural Society in March 1863. Although it was never financially successful, the Buena Vista Vinicultural Society was unusual in the amount of acreage it held (nearly 6,000 acres; over 400 acres in vineyards) and the intended variety of its products ranging from wine, brandy, fruit, tobacco, and grain, to lime, building stone, chalk, and clay.<sup>2</sup>

Contemporary accounts and photographs portrayed the Buena Vista Winery's structures as models for the industry, evidence which confirms their architectural significance. One of Agoston Haraszthy's most useful skills as a wine industry propagandist was his ability to write informative tracts on winemaking and grapegrowing methods. In an 1858 treatise, widely reprinted, he gave instructions for constructing winery buildings and cellars. These recommendations were followed closely when the author created the Buena Vista complex. The two paragraphs below were published in the September 1859 issue of the CALIFORNIA CULTURIST:

"CELLAR - If the planter has a mountain convenient, which consists of soft stone or clay, the best mode is to make the cellar in the mountain:..., the width (depends) upon the quality of the rock or clay: if strong, you may venture twenty feet; but if not safe to that width, make it thirteen feet, with a gothic arch. This kind of cellar is very cheap... is perfectly secure against fire, and ... with an even temperature during the whole year, is a material requisite for producing good wine."

"PRESS HOUSE - This building should be invariably in front of the cellar, as otherwise it would be inconvenient to transport the wine, and juice pressed out, from the fermenting tubs and the wine press to the barrels in the cellar. In large vineyards the press house ought to be two stories high, so as to have the barrels in the cellar filled by means of hose... to save wine and labor...." pp. 108-109.

# 9. Major Bibliographical References

Buena Vista Vinicultural Society, "Reports..." June 1866, June 1867, December 1868,  
 (San Francisco: Buena Vista Vinicultural Society)  
 Sonoma County, Office of Recorder, Deeds, Mortgages and Promiscuous Records  
 see endnotes for details, See Continuation Sheet

# 10. Geographical Data

Acreege of nominated property 0.77 acres

Quadrangle name Sonoma

Quadrangle scale 1:24000

UTM References

A 1 10 5 5 10 4 4 0 4 12 3 19 0 0 0  
 Zone Easting Northing

B                    
 Zone Easting Northing

C                  

D                  

E                  

F                  

G                  

H                  

**Verbal boundary description and justification** Legal boundary description from Book of Deeds 2307, page 680, Sonoma County Recorder's Office, and Plat-Plan, Bureau of Alcohol, Tobacco and Firearms, Bonded Winery, Registration #4428, dated Jan. 1, 1968. See Continuation Sheet and maps for details

List all states and counties for properties overlapping state or county boundaries

state N/A code    county N/A code   

state N/A code    county N/A code   

# 11. Form Prepared By

name/title Barbara Skryja and Gale White

organization   

date May 21, 1984

street & number 6302 Anderson Road  
327 Manhattan

telephone (707) 887-2352/(707) 642-6368

city or town Forestville/Vallejo

state California 95436/94591

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature *Barbara Skryja*

date 6/18/86

title State Historic Preservation Officer

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I hereby certify that this property is included in the National Register of Historic Places.

*Alvin S. ...*  
 Keeper of the National Register

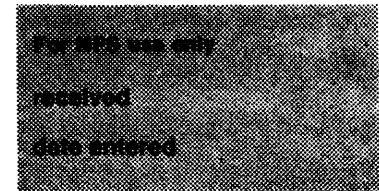
date 7-24-86

Attest:  
 Chief of Registration



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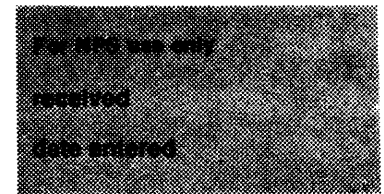
By 1864, when HARPER'S NEW MONTHLY MAGAZINE (June 1864) reported on the Buena Vista Vinicultural Association's (sic) winery, a wooden machine shop, attached to the press house, contained a steam engine and a large steam-boiler connected to both a brandy distillery and a chest for curing staves and other lumber. The Society's account book for the years 1864-1866 shows that the second stone building (90 X 44 feet) fronting these cellars was completed by July 1864 at a cost of \$1590. <sup>3</sup> Some time between the fall of 1865 and November 1868 one tunnel connected to the press house either collapsed or was closed. Springs had been a problem in construction but another factor may have been the intense earthquake activity during those years. (A local legend says that a Chinese worker and a thousand bottles of champagne were buried in the tunnel. This story may be the source of an erroneous 1906 earthquake "demise of Buena Vista" narrative.) <sup>4</sup>

The famous photographer Edwaerd Muybridge offered a series of stereoscopic and 5½ by 8½ in. photographs entitled "A Vintage in California" in his Catalogue of Photographic Views (Bradley & Rulofson, 1872). The series was taken at the Buena Vista site, probably in the fall of 1871 through early spring 1872, to show various seasonal activities. Both interior and exterior views of the main wine cellar (labeled then The Press House) and the current press house (labeled The Sparkling Wine Cellar) are shown, as well as views of the cooper shop, the distillery, the residence of the superintendent, and other scenic panoramas of the ranch. <sup>5</sup>

AGOSTON HARASZTHY (1812-1869) Agoston Haraszthy was a controversial figure during his lifetime and remains so even as the symbolic "father" of the California wine industry. <sup>6</sup> A Hungarian immigrant who first settled in Wisconsin in 1842, his personality was so dramatic as to leave an imprint wherever he lived. Agoston Haraszthy is remembered in Wisconsin for his dashing rides through the forests, red scarf flying in the wind, although as town founder and businessman, he suffered financial failure. <sup>7</sup> In 1849, the Haraszthy family moved to San Diego where Agoston made history as the sheriff who built the jail with crumbling walls. Like many entrepreneurs of the era, Agoston Haraszthy saw no conflict of interest between self-promotion and the promotion of his various commercial enterprises. Whether a state legislator representing the San Diego district (1852) or later as a wine lobbyist, the tax relief he sought would bring both personal and public benefit. A state law which excluded newly planted vineyards from taxation was passed in the same year (1859) that the vineyardist proposed a land speculation scheme subdividing the Buena Vista ranch into small vineyard/ranchettes. <sup>8</sup> Agoston Haraszthy's most controversial behavior was his association with private gold refining firms while he held the appointive offices of Assayer and Refiner at the United States Mint in San Francisco. Suspicious of heavy gold losses, the United States government filed charges of criminal fraud and civil neglect in 1857. <sup>9</sup> The Mint case was eventually dismissed but in 1866 Haraszthy was again accused of mismanagement, this time by the Buena Vista

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Vinicultural Society trustees. Forced to resign as superintendent, Haraszthy filed for bankruptcy on September 14, 1867. 10 Undaunted by these setbacks, Haraszthy resumed his pattern of acquiring financial partners and attempted new commercial ventures in Nicaragua. He died there mysteriously in 1869, supposedly eaten by alligators. 11

Haraszthy often exaggerated his own success and his son Arpad later made extravagant claims for his father's contributions to California viticulture. Research shows that he did not introduce the Zinfandel grape to California nor was he the first to propose a state agricultural college. 12 However Agoston Haraszthy recognized the need for the dissemination of agricultural and wine-making information in the state. As early as 1860 he advocated the use of Chinese labor as both cheap and reliable. 13 With the approval of the California legislature, Haraszthy embarked, in 1861, on a tour of Europe's wine-producing regions where he bought thousands of grapevines which he hoped would be distributed at state expense. Unfortunately this opportunity to improve California vineyards was permanently side-tracked by political bickering. The winegrower remained an active lobbyist in Sacramento and Washington, D.C. Haraszthy served as president of the California Agricultural Society in 1862; he was a founder of the Sonoma and Napa Horticultural Society (1859) and the California Winegrowers Association (1862) 14 Agoston Haraszthy's persuasive personality helped promote the growth of a fledgling industry in a critical period and he deserves historical recognition for those efforts.

BUENA VISTA VINICULTURAL SOCIETY The Buena Vista Vinicultural Society was not only an example of the late 19th century advancement of California's wine industry, but represented an important transition in the structure of the state's business community. Mining firms in the early 1860's used the sale of shares to raise capital needed to extract metal ores from deep mineral veins. This business practice, well known to many of the Buena Vista Vinicultural Society board members, stimulated the formation of more than 4000 corporations in the year 1863, and precipitated a critical change in the nature of California's commercial development. 15 It is not surprising therefore that Buena Vista investors were not only connected to wine-making, but were bankers, merchants, and speculators; often they were business rivals. William Ralston, the famous entrepreneur who founded the Bank of California in 1864, financed many varied industries in this flamboyant age. He is assumed to have been an original BVVS shareholder although he only came on the board of trustees after the 1866 reorganization. 16 From the beginning the Buena Vista Vinicultural Society had been burdened by debts inherited from Agoston Haraszthy and by taxes imposed on liquor during the Civil War. The 1870's brought a new set of problems, compounded by an economic depression. Overplanting of vines and the consequential overproduction of wine resulted in prices so low that the industry was often forced to sell to vinegar manufacturers. Then the phylloxera infestation destroyed acres of vines and replanting costs reduced any profit gains. 17 In deep financial trouble by 1879, the Buena Vista Vinicultural Society property was sold at auction to satisfy a mortgage held by Thomas Hogg. Robert Johnson, the son

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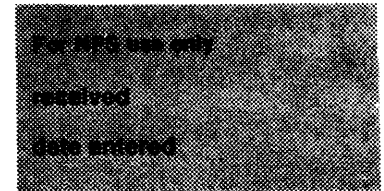
and heir of the iron and hardware magnate, George C. Johnson, was the highest bidder. (Both Johnsons had served on the board of trustees.) The Society considered dissolution but no doubt fear of subsequent liability claims vetoed that course.<sup>18</sup> The California Constitution of 1879, passed in an anti-monopolistic climate, prohibited special legislative acts for the benefit of any one corporation and declared each stockholder liable for payment of corporate debts. It was no doubt deemed wiser to continue, at least on paper, for a few more years. The Buena Vista Vinicultural Society existed until December 1905 when the corporate charter was forfeited for failure to pay the yearly license tax.<sup>19</sup>

Vincent Carosso in his book The California Wine Industry 1830-1895: A Study of the Formative Years characterized the beginning of modern viticulture in California as coinciding with the secularization of the mission vineyards. The Buena Vista vineyard has followed very closely his developmental sequence. The current winery operations dating to a 1940s rebirth, continue the agricultural tradition that began when an Indian neophyte attempted a homestead on the former lands of the Sonoma Mission. The small plot of Mission grapes planted around 1834 formed the nucleus of a vineyard apparently controlled by the powerful Vallejo family for some years. Technically the vineyard belonged to the Sonoma pueblo ejidos or commons until it was officially granted, in 1844, to a retired Mexican soldier, Damaso Rodriguez.<sup>20</sup> Jacob Leese, one of the earliest traders to settle in Alta California (and Mariano Vallejo's brother-in-law) bought the "Lac" grant which adjoined his Huichica Rancho, in January 1846. Despite the turmoil of the Bear Flag Revolt that summer, in which Leese was held prisoner for a time, he managed to continue improvements, fencing in the vineyard and building a house on it the next year. Leese's own wine and grapes were added to his commodities list.<sup>21</sup> Jacob Leese moved to Monterey in 1849, selling the "Lac" to Benjamin Kelsey. Kelsey and his wife, Nancy, were early overland pioneers and members of the Bidwell-Bartelson wagon train. The Kelseys were for the most part absentee landlords, having moved to Humboldt Bay where they were unsuccessful in a land speculation scheme. However, the vineyard and orchards were upgraded during their tenure.<sup>22</sup>

Julius K. Rose, a San Francisco attorney, purchased the vineyard tract in February 1853. He also acquired property surrounding the vineyard, including 496-1/2 acres of the Huichica Rancho, creating a ranch of over 800 acres.<sup>23</sup> Rose belonged to a group of landowners and nurserymen who advocated "scientific farming". Rose reiterated this philosophy at the organizational meeting of the California Agricultural Society, which he chaired; he later served on the Society's Executive Board. Rose and his partner James Galbraith of San Francisco invested in farm equipment and planted new vineyards and fruit trees. The vineyard and a display of White Chasselas grapes won commendations for Rose in the early 1850s.<sup>24</sup> The death of James Galbraith forced the sale of his 1/2 interest in the Sonoma ranch in April 1856. Apparently Agoston Haraszthy had become interested in the property after tasting wine made there.

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In a series of complicated maneuvers, in which Julius Rose played an active part, Agoston Haraszthy and his son Attila foreclosed on one of Rose's mortgages and purchased the former Galbraith share in January 1857. Julius Rose's portion was sold at auction to Attila Haraszthy in June. By December 1857, Agoston Haraszthy had produced his first Buena Vista vintage. 25

The Buena Vista Winery is a rare property which survives as an example of the extraordinary changes in 19th century California's agricultural and commercial practices. The Buena Vista owners have been flamboyant, eccentric, and colorful, ranging from Jacob Leese, Ben Kelsey, Agoston Haraszthy, William Ralston, and Mrs. Kate Johnson (owner 1879-1893) to Frank H. Bartholomew, war correspondent, and once president of United Press and United Press International News Services (owner 1943-1968). Mrs. Bartholomew, recently widowed, has retained the adjoining historic vineyards; it is fortunate that the current building owners ( Moller-Racke family) have been sympathetic caretakers.

FOOTNOTES

1 Arpad Haraszthy, "Early Viticulture in Sonoma," Sonoma County and Russian River Valley Illustrated (San Francisco: Bell and Heymans, 1888); and "Farm of Colonel A. Haraszthy", Transactions of the California State Agriculture Society: 1858 (Sacramento, 1859).

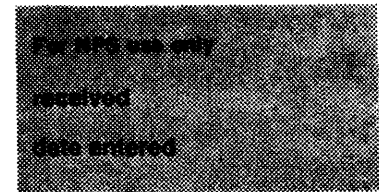
2 A special act passed by the state legislature in 1863 allowed the corporation to hold such a large tract of land. Buena Vista Vinicultural Society, "By Laws and Prospectus, " (San Francisco: Alta California..., 1863) 23pp.; John S. Hittell, Commerce and Industries of the Pacific Coast 2nd edition (San Francisco: A.L. Bancroft & Co., 1882), pp. 52, 250.

3 The Buena Vista superintendent's (Agoston Haraszthy) report to the stockholders in June 1864 lists these new cellars, "excavated by blasting", as having the dimensions 16½ft. wide, 12½ ft. high, and "170" ft. long. ( The accounts of tunnel lengths vary greatly and seem to reflect proposed dimensions rather than actual measurements.); and Buena Vista Vinicultural Society, "Reports...", June 25, 1864, p. 8; and BVVS Ledger 1864-1866, "Report for July 1864," Folder MS 2023, California Historical Society Library, San Francisco, California.

4 \_\_\_\_\_, "A Trip to Sonoma Valley," California Wine, Wool, and Stock Journal May 1863, p. 79; Buena Vista Vinicultural Society, "Reports...", June 1867 and December 15, 1868; George E. McCadden, Buena Vista Vineyards, correspondence to Barbara Skryja, October 28, 1982; Bart:Memoirs of Frank H. Bartholomew (Sonoma, Ca.: Vine Brook

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Press, 1983) pp. 116, 119; and M.E. Huffman and C.F. Armstrong, "Geology for Planning in Sonoma County," Special Report 120, (Sacramento: California Div. of Mines and Geology, 1980), pp. 4, 7-9.

5 Single photographs of this series have often been published, sometimes without full attribution. Dave Henderson, formerly of the Buena Vista Winery, located copies of all eight prints and a few one-sided copies of the stereographs. The Bradley and Rulofson catalogue is in the Bancroft Library, U.C. Berkeley.

6 Ruth Teiser and Catherine Harroun, Winemaking in California (New York and San Francisco: McGraw-Hill Book Co., 1983) p. 36.

7 August Derleth, The Wisconsin, The Rivers of America series, (New York: Rinehart & Co., Inc., 1942) pp. 119-122, 125-130, 138; and Paul Fredericksen, "The Authentic Haraszthy Story," (San Francisco: Wine Institute, Reprint Wines & Vines, 1947) pp. 1-3.

8 Charles Fracchia, "Early Years in Sonoma," Untitled Haraszthy biography, MS (San Francisco: Charles Fracchia, 1982, 1983) pp. 19-21; "Haraszthy's Proposition to Plant Vineyards for Other People," Daily Alta California 3 October 1859, p. 1; "The newspaper admitted one side of this scheme was 'private speculation,' but praised it for making vineyard ownership affordable to the small investor". Quotation from Barbara Skryja, "Buena Vista: The Gamblers' Vineyard," MS, copyright c 1984, pp. 22, 37.

9 Charles L. Sullivan, "A Man Named Agoston Haraszthy," Vintage Magazine (March 1980) Part II, pp. 23,25.

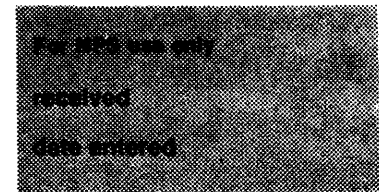
10 Buena Vista Vinicultural Society, "Reports...", June 23, 1866, June 22, 1867; U.S. District Court, Case # 28 "Agostin(sic) Haraszthy in Bankruptcy," September 14, 1867.

11 Fredericksen, p.11.

12 References to steep-sloped vineyards and/or non-irrigation practices are: E. Townsend, "Vineyards of Northern California," California Farmer, (March 16, 1854) p. 83 and Gates, California Ranchos and Farms, p. 71; Origins of the Zinfandel grape are discussed by: William Boggs, "Reply to Arpad Haraszthy," St. Helena Star, 8 June 1885 and Charles L. Sullivan, "A Viticultural Mystery Solved: The Historical Origins of Zinfandel in California," California Historical Society Quarterly, Summer 1978, pp. 115-129; Paul Gates in The Farmer's Age (New York: Holt Rinehart & Winston, 1960), pp. 358-373, discusses the states' agricultural debate of the 1840's and 1850's.

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J.L.L. Warren, publisher of the California Farmer, proposed a California agricultural college as early as 1853. Carosso, The California Wine Industry, p. 55.

13 Fredericksen, p. 7; The U.S. Census of 1860 indicates that ten "John Chinamen" were then employed at "Col. Haraszthy('s) Wine Grove." United States Eighth Census, 1860, Population Schedule, "California" Volume 8 (Roll 69) p. 118. Microfilm.

14 Fredericksen, pp. 7-9; California Culturist Vol. 2 (July 1859) pp. 44-45, (August 1859) pp. 73-74. William Boggs who was Secretary of the Horticultural Society of Sonoma & Napa said the Zinfandel grape was introduced to Sonoma, and Haraszthy, by J.W. Osborne who contributed vines to the Horticultural Society. St. Helena Star 8 June 1885.

15 David Lavender, Nothing Seemed Impossible (Palo Alto: American West, 1975) pp. 167-168.

16 Herman Michels, the first BVVS president, was a founder and trustee of the Bank of California. Joseph Donohue and the millionaire banker John Parrott shared a personal dislike for William Ralston, their competitor, yet all three men were BVVS directors in 1867-1868. David Lavender's biography of William Ralston Nothing Seemed Impossible describes some of the interrelationships of the period's wheeler-dealers. See Lavender pp. 14-15, 146, 179-181, 206, 225ff, 246-247, 351-354; and Skryja, "Buena Vista: The Gamblers' Vineyard," pp. 24-25, 38-39.

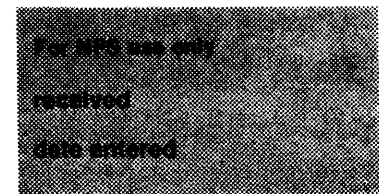
17 Vincent P. Carosso, The California Wine Industry 1830-1895: A Study of the Formative Years (Berkeley: U. C. Press, 1951) pp. 94-97, 111; Gerald Nash, State Government and Economic Development (Berkeley: Institute of Governmental Studies, U. C., 1964), p. 163.

18 Sonoma County, Office of the Recorder, Promiscuous Records B:146-149, Deeds 71:336-344; U.S. Circuit Court, Ninth Circuit, District of California, Case No. 2171, "Thomas E. Hogg vs the Buena Vista Vinicultural Society et al." September 16, 1879; B.V.V.S., "Report...", 1866; "Buena Vista Vinicultural Society's Vineyards and Vaults," n.d. (probably about 1877) Buena Vista Winery, Sonoma; Daily Alta California (San Francisco) 2, 18, 20, January; 8 February; 19 May 1880.

19 The Constitution of 1879 also contained an article forbidding the employment of Chinese by corporations, typical of the anti-Chinese sentiments of that period. Walton Bean, California: an Interpretive History 2nd. ed. (New York: McGraw-Hill, Inc., 1973), pp. 240-242; "Constitution of the State of California," Deering's California Codes Vol. 3 (San Francisco: Bancroft-Whitney Co., 1974), pp. 167-171; California State Archives, Office of the Secretary of State, Certificate

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of Incorporation of the Buena Vista Vinicultural Association, stamped "Charter forfeited December 13, 1905 for failure to pay license tax for the year (.) June 30, 1906."

20 "Wine-Making in California," Harper's New Monthly Magazine 29 (June 1864) p. 23; Hubert Howe Bancroft, History of California Vol. 3 (San Francisco: The History Co., 1886) pp. 279, 294, 352-354, 719-721; J.N. Bowman, "The Area of the Mission Lands," December 3, 1947, Bancroft Library, University of California, Berkeley, pp. 33-35.

21 U.S. Distric Court, Northern District, Land Claims Commission and District Court Records, Case No. 230, "Lac", Bancroft Library, University of California, Berkeley, pp. 4-24; Jacob Primer Leese, "Miscellaneous Papers and Accounts," Vol. II Accounts, pp. 21, 22, 32, 35, 36, 39 and their facing pages, Bancroft Library; Boggs, St. Helena Star 8 June 1885; and Joseph Warren Revere, Naval Duty in California (Oakland: Brobooks, 1947), p. 227.

22 Sonoma County Recorder, Deeds C:125-126, February 10, 1849, cited by Mary Praetzellis, "Reference Sheets on the Early History of the Buena Vista Property," July 1982, Buena Vista Winery, Sonoma; Roy M. Sylar, "Nancy (Roberts) Kelsey's Own Story of Her Life," Pomo Bulletin, February 1983, pp. 1-6, and May 1983, pp. 9-11; Sonoma County Clerk, District Court, Old Series, Case No. 81 (microfilm) "Benjamin Kelsey vs Thomas Sebring & \_\_\_\_\_ Moffatt," January 26, 1852.

23 Sonoma County Recorder, Deeds M:177-179, 287-290, cited by Praetzellis; and Sonoma County Recorder Deeds M:214-215, F:174-175, H: 180-183; and "The Haraszthy Case," Court Proceedings, Daily Alta California (San Francisco) 29 April 1858.

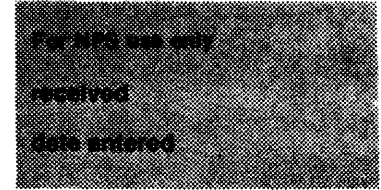
24 California Farmer, Vol. 1 (January 5, 1854)pp. 1-2, and (June 29, 1854) p. 220, Vol. 4 (October 19, 1855) p. 124, and Vol.2 (October 26, 1854) p. 131; Gerald L. Prescott, "Farm Gentry vs the Grangers: Conflict in Rural America," California Historical Quarterly 56 (Winter 1977/78) pp. 330, 332, 340-343; Skryja, "Buena Vista: The Gamblers' Vineyard," pp. 14-16, 33, 34.

25 Sonoma County Recorder, Deeds B: 158-163, 339, 389-390, Assignment Mortgages A:19-22, Sheriff's Deeds N: 159-164; Sonoma County Clerk, District Court, 7th Judicial District, Civil Case No. 767, "Attila Harzthy (sic) vs Julius K. Rose & Augustus Humbert," January 21, 1857 (microfilm); Sonoma County Recorder, Deeds B: 562-563, 6:264, 8:1-5, cited by Praetzellis; Daily Alta California (San Francisco) 6 December 1857.

Arpad Haraszthy in his article "Early Viticulture in Sonoma," claimed his father had tasted "some of the wine made at the Buena Vista .... and this induced its purchase for the sole purpose of creating a wine vineyard." The California Farmer (November 7, 1856) p. 113 reported

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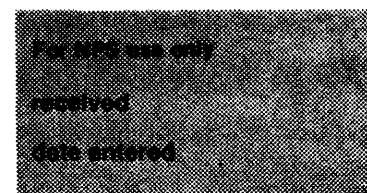
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"At the Buena Vista Vineyard the wine is being made with great care..."  
The use of the name "Buena Vista", assumed to be the Rose operation,  
preceeded Haraszthy's ownership. Some historians have claimed Agoston  
Haraszthy as the source of the appellation. Attila Haraszthy transferred  
the June 3, 1857 acquisition to his father on December 16, 1857.



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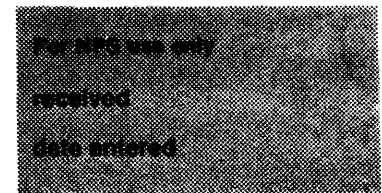
Page 1

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- U.S. District Court, Northern District of California. Bankruptcy Case # 28. "Agostin (sic) Haraszthy in Bankruptcy." September 14, 1867.

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Book of Deeds 2307, page 680, Sonoma County Recorder's Office:

From a shiner set in the pavement (of the extension of Old Winery Rd), being the "true point of beginning, running along a line parallel with and 10 feet westerly at right angles to the westerly wall of a 1 story stone building known as the Haraszthy press house, South  $10^{\circ} 48'$  East, 95.82 feet to a set  $3/4$  iron pipe; thence running along a line parallel with and 10 feet southerly at right angles to the southerly wall of said press house, North  $79^{\circ} 33'$  East, 63.91 feet to a set railroad spike that is 10 feet distant from the southeasterly corner of said press house; thence North  $87^{\circ} 49'$  East, 128.25 feet to a set railroad spike that is 10 feet distant from the southwesterly corner of the 3 story stone winery building known as Haraszthy Cellar; thence running along a line parallel with and 10 feet southerly at right angles to the southerly wall of said winery building, North  $81^{\circ} 20' 50''$  East, 102.48 feet to a set railroad spike; thence running along a line parallel with and 10 feet easterly at right angles to the easterly wall of said winery building, North  $09^{\circ} 21' 40''$  West, 96.69 feet to a shiner set in the southerly side of a 36" bay tree; thence continuing North  $09^{\circ} 21' 40''$  West, 8 feet, more or less, to a point on the southerly bank of Arroyo Seco; thence along the said southerly bank of Arroyo Seco, North  $76^{\circ} 44' 50''$  West, 58.61 feet, South 111.38 feet to a point which bears North  $10^{\circ} 48''$  West, from the true point of beginning thence leaving said southerly bank, South  $10^{\circ} 48'$  East, 16 feet, more or less, to the said true point of beginning. Ap 127-015-35

Plat Plan, Bureau of Alcohol, Tobacco and Firearms, Bonded Winery, reg. #4428

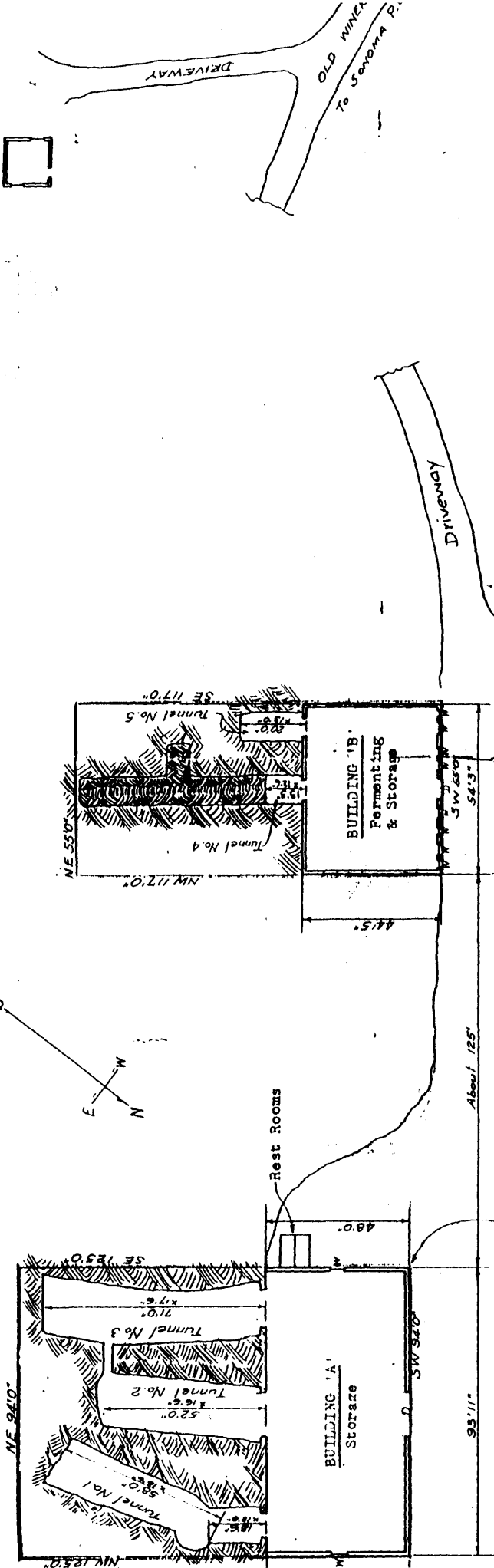
Building A (Main winery) and adjoining tunnel area.

Commencing at northwesterly corner of said building running along a line Southeast 173'0", Northeast 93'11", Northwest 173'0", and Southwest 94'0" to point of beginning

Building B (Press House) and adjoining tunnel area

Commencing at northwesterly corner of said building running along a line Southeast 161'5", Northeast 55'0", northwest 161'5" and Southwest 55'0" to point of beginning. See attached plat plan map.

The boundaries encompass all that remains of the historic Buena Vista property, including the land over the tunnels.



POINT OF COMMENCEMENT - the westerly corner of the main winery building designated as Historical Landmark No. 392 by the State of California

PLAT-PLAN  
1" = 30'

BUENA VISTA WINERY  
18000 Old Winery Road  
Sonoma, Sonoma County, California

LEGEND: First floor exterior doors and windows are designated 'D' and 'W' respectively.

It is hereby certified that this is an accurate Sheet No. 1 of the plat plan of Banded Winery No. of Carson Nevada Company, aka Haraszthy Cellars, 2.4 miles northeast of Sonoma Post Office and 3/10 mile of the county end of Old Winery Road, Sonoma, Sonoma Calif.

SAN FRANCISCO, CALIF.  
JAN 18 1966

APPROVED  
ASSISTANT REGIONAL COMMISSIONER

By *John M. Anderson*  
John M. Anderson  
Bartman

HARASZTHY CELLAR  
WINERY IN 1966

SHEET 1 JAN