Finding aid to the California wine label and ephemera collection, Kemble Spec Col 07

Finding aid prepared by Frances Wratten Kaplan and Marie Silva.
California Historical Society
2014
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URL: http://californiahistoricalsociety.org/
Language of Material: German
Contributing Institution: California Historical Society
Title: California wine label and ephemera collection
Identifier/Call Number: Kemble Spec Col 07
Physical Description: 8 boxes (5 linear feet)
Date (inclusive): 1920s-1940s, 1960s-1987

Language of Material: The bulk of the collection is in English, with some labels in Spanish and German.

Abstract: The bulk of the collection comprises wine labels and ephemera created by California winemakers and wine companies in the 1930s, 1940s, 1960s, 1970s, and 1980s. The core of the collection consists of wine labels printed by Lehmann Printing and Lithography Co. in San Francisco in the 1930s and ‘40s. These materials were supplemented in the 1970s and ‘80s with wine labels and ephemera from extant California wineries. The collection also contains pamphlets, brochures, newsletters, newspaper and magazine articles, press packets, business cards, advertising matter, correspondence related to the collection, and winery histories (1970s and ‘80s); and a small number of labels for beer and other liquor manufacturers in California, mostly dating from the 1930s and ‘40s. Prominently represented in the collection are the printing firms Lehmann Printing and Lithography Co., San Francisco (1930s-1940s); and Herdell Printing & Lithographers, St. Helena (1970s-1980s).

Access
Collection is open for research.

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Preferred Citation
[Identification of item], California wine label and ephemera collection, Kemble Spec Col 07, California Historical Society.

Related Collection(s)
Lehmann Printing and Lithography Company records, Kemble Collection.

System of Arrangement
Wine labels are arranged in alphabetical order by winery or wine company name, with label designers and printers entered in parenthesis, when known. Beer and liquor labels, and labels for out-of-state or unidentified wines, are filed at the end of the collection.

Scope and Contents
The bulk of the collection comprises wine labels and ephemera created by California winemakers and wine companies in the 1930s, 1940s, 1960s, 1970s, and 1980s. The core of the collection consists of wine labels printed by Lehmann Printing and Lithography Co. in San Francisco in the 1930s and ‘40s. (Most undated labels fall into this group, although some may date from the nineteenth century). These materials were supplemented in the 1970s and ‘80s by Bruce L. Johnson, Curator of the Kemble Collection on Western Printing & Publishing, who solicited wine labels and other ephemera from extant California wineries. In addition to wine labels, the collection contains pamphlets, brochures, newsletters, newspaper and magazine articles, press packets, business cards, advertising matter, correspondence related to the collection, and winery histories, collected by Mr. Johnson in the 1970s and ‘80s; and a small number of labels for beer and other liquor manufacturers in California, mostly dating from the 1930s and ‘40s.

Prominently represented in the collection are the printing firms Lehmann Printing and Lithography Co., San Francisco (1930s-1940s); and Herdell Printing & Lithographers, St. Helena (1970s-1980s). Numerous other California designers and printing firms are also represented.

Subjects and Indexing Terms
Wine and wine making -- California
Wine industry -- California
Wineries -- California
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<th>Wine labels</th>
<th>Beer labels.</th>
<th>Ephemera</th>
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<tr>
<td>California Ephemera Project</td>
<td>Herdell Printing and Lithographers, Inc.</td>
<td>Lehmann Printing and Lithographing Co.</td>
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<td><strong>Acacia Winery, Napa</strong></td>
<td>(Way Out West Graphic Design, Inc.; Schieck Printing) 1984-1986</td>
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<td><strong>Alba Wine Co., San Francisco</strong></td>
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<td><strong>Alexander Valley Vineyards, Healdsburg</strong> (designed by Titus Poole; Lithocraft, Santa Rosa, printers)</td>
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<td><strong>Alma Winery Distillery, Dinuba</strong></td>
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<td><strong>Associated Wineries, San Francisco</strong></td>
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<td><strong>B. Cribari Sons, San Francisco</strong> (Lehmann, San Francisco, printers)</td>
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<td><strong>Balverne Winery Vineyards, Windsor</strong> (no labels)</td>
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<td><strong>Beaulieu Vineyard, Rutherford</strong></td>
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<td><strong>Beringer Vineyards, St. Helena</strong> (F.P. Label Co., South San Francisco)</td>
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<td><strong>Bisciglia Brothers, San Jose</strong></td>
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<td><strong>Boronda Vineyard, Portola Valley</strong></td>
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<td><strong>Bouchaine Vineyards, Los Carneros</strong></td>
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<td><strong>Branden Vineyard, Los Olivos</strong></td>
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<td><strong>Brannagan’s Pharmacy, San Francisco</strong></td>
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<td><strong>Buehler Vineyards, St. Helena</strong> (designed by Lisa Dollar Buehler; Herdell Printing and Lithographers, Inc., St. Helena)</td>
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<td><strong>Burrant Cellars, St. Helena</strong> (Herdell Printing and Lithographers, Inc., St. Helena)</td>
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<td><strong>California Growers Winery, Inc., Cutler</strong> (Diamond Label Co., Lawndale)</td>
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<td><strong>Callaway Vineyard Winery, Temecula</strong> (Thompson Design Group, San Francisco)</td>
<td>1983-1986</td>
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<td><strong>Caparone Winery, Paso Robles</strong></td>
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<td><strong>Carneros Creek Winery, Napa</strong></td>
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<td><strong>Caymus Vineyards, Napa</strong> (Herdell Printing and Lithographers, Inc., St. Helena)</td>
<td>1981-1986</td>
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<td><strong>Cella Wine Company, Fresno, California</strong></td>
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<td><strong>Chalk Hill Winery, Healdsburg</strong> (no labels)</td>
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<td><strong>Chalone Vineyard, San Francisco</strong></td>
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<td><strong>Charles Krug Winery/C. Modavi Sons, St. Helena</strong> (Stecher-Traung-Schmidt Corp., San Francisco)</td>
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<td><strong>Chateau Montelena, Calistoga</strong> (designed by Sebastian Titus; Calistoga Press, Calistoga)</td>
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<td><strong>Chateau St. Jean, Kenwood</strong></td>
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<td><strong>Choice Wines, Sonora</strong></td>
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<td><strong>Christian Brothers/Mont La Salle Vineyards, Napa</strong> (Louis Roesch Co.; Diamond International Co.)</td>
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Coloma Cellars, Lodi (Lodi Printing Co.) and Gold Mine Winery, Columbia 1968-1978, undated
Concannon Vineyard, Livermore (no labels) 1987, undated
Congress Springs Vineyards, Saratoga (Blake Printery, San Luis Obispo) 1983-1985
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Cresta Blanca Company, San Francisco undated
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Domaine Chandon, Yountville (Diamond International, San Francisco) 1978-1986, undated
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Durney Vineyard, Carmel Valley (designed by Whitman and Bowen, Monterey; F.P. Westprint, South San Francisco) 1977-1978
E.G. Lyons Raas Co., San Francisco undated
E. J. Gallo Winery, Los Angeles (pre-1943); Modesto (post-1943) undated
Eagle Vineyard Products Co., San Francisco undated
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Elk Grove Winery, Inc., Elk Grove undated
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Feather River Winery, Oroville undated
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Golden Gate Winery Inc., Oakland undated
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Gonsalves Winery, Martinez undated
Grand Cru’ Vineyards, Glen Ellen (Abel Printing, Santa Rosa) 1977-1978
Granite Springs Winery Vineyards, Somerset (Placerville Press, Placerville) 1982-1985, undated
Green Red Vineyard, St. Helena (designed by Jay Hemingway, owner Green Red Vineyard, and Pat Curtan; Gordon Graphics) 1982-1986
Greenwood Ridge Vineyards, Philo (designed by Allan Green; Simon Printing Inc., Mountain View) 1980-1986
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Gundlach-Bundschu Wine Co., San Francisco undated
Gundlach-Bundschu Winery, Vineburg 1981-1984
Healdsburg Wine Liquor Co. Inc., Oakland undated
Hecker Pass Winery, Gilroy (Louis Roesch Co., San Francisco) 1978, undated
Hoffman Mountain Ranch Vineyards (Diamond International, printers) undated
Hollenbeck Beverage Co., Los Angeles (Lehmann, San Francisco, printers) undated
Hooker Oak Winery, Chico (Lehmann, San Francisco, printers) undated
Hop Kiln Winery at Griffin Vineyard, Healdsburg (various Santa Rosa printers) 1982-1984
Hotel Del Monte Selections, Del Monte 1930s
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I. Rokeach Sons, Inc., of California, Reedley (Kosher wine) undated
Independent Vintage Company, Glendale undated
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Italian Swiss Colony, Asti 1982-1986, undated
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K. Arkelian Inc., Madera Wineries Distilleries, Madera circa 1930s
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Kirgin Cellars, Gilroy 1974-1983
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Lambert Bridge, Healdsburg (designed by Carol Denison, Sausalito; Gordon Graphics, Ignacio) 1975-1985
Laurel Glen Vineyard, Glen Ellen (designed by Glen Martinez Associates, Santa Rosa; Fruitridge, Sacramento, printers) 1983-1984
Live Oaks Winery, Gilroy undated
Livermore Valley Cellars, Livermore 1979-1985
Louis M. Martini, St. Helena 1975-1985, undated
Louis Sevin Co., Los Angeles undated
Lucas Winery, Lodi 1982-1985
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Margerum Negociants, Napa 1982
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Mayacamas Vineyards, Napa (Schieck Printing, Napa) 1974-1986
Meda Brothers, Sacramento undated
Mill Creek Vineyards, Healdsburg (Windsor Press and Northwestern Graphics, Santa Rosa) 1975-1984
Mirassou Vineyards, San Jose (Diamond International, San Francisco, printers) 1972-1985

Scope and Contents
Includes the Mirassou Latest Press newsletter.

Mont-Rouge Vineyard, Livermore Valley after 1889
Mont-Val Cellars, Healdsburg 1981
Montclair Winery, Piedmont (Albany Press, Emeryville) 1975-1978
Montebello Wine Co., St. Helena undated
Montepulciano Winery, Healdsburg undated
Montevina Wines, Plymouth 1980
Monticello Cellars, Napa 1984-1986
Mount Eden Vineyards, Saratoga 1982-1983
Mt. Hamilton Vineyard, Santa Clara County undated
Mount St. John Winery, Oakville undated
Mount Veeder Winery, Napa (Schieck Printing, Napa) 1975-1984, undated
Mountainside Winery, St. Helena 1979
Nalle Cellars, Healdsburg 1984
Napa Vintners, Geyserville (Herdell Printing and Lithographers, Inc., St. Helena) 1973-1978
Navarro Vineyards, Philo 1982-1985
New Almaden Vineyard, San Jose undated
Novitiate Jesuit Wines, Los Gatos undated
Oakville Wine Company, San Francisco undated
Old Abbey Wine Co., San Francisco undated
Old Chateau Wine Co., Ripon undated
Old Parish Wineries, Santa Clara undated
P and M Staiger, Boulder Creek (Big Trees Press, Felton) 1982-1984
Padre Vineyard Co., Cucamonga circa 1930s
Parducci, Ukiah 1979-1985, undated
Pat Paulsen Vineyards, Cloverdale (Gordon Graphics, Novato) 1984-1986
Paul Masson Vineyards, Saratoga undated
Pasenti Winery, Templeton (Diamond International and F.P. Westprint, printers) 1978, undated
Pine Ridge Winery, Napa (designed by Sebastian Titus, Seattle; Schieck Printing, Napa) 1983-1986
Quady Winery, Madera (Diamond Label Printing, Lawndale) 1979-1986
R. J. Cook, Clarksburg 1980-1985, undated
R.N. Lindquist, Los Olivos 1982
Ritchie Creek Vineyard, St. Helena (Herdell Printing and Lithographers, Inc., St. Helena) 1974-1975
Robert Keenan Winery, St. Helena 1979
Robert Mondavi Winery, Oakville (no labels) 1982, undated
Robert Stemmler Wines, Geyserville 1978
Roma Wine Co., Inc., Fresno (Lehmann, San Francisco, printers) undated
Ronald Lamb Winery, Morgan Hill (designed by Kristee Kreitman; Slonaker’s, Palo Alto, printers) 1976-1986
Roudon-Smith Vineyards, Santa Cruz 1981-1984, undated
Rutherford Vintners, Rutherford 1974-1978
S. Anderson Vineyard, Napa (no labels) undated
Sage Creek Vineyard, Cloverdale 1981
St. Clement Vineyards, St. Helena 1976-1979
St. Francis Wine Corp., San Francisco undated
San Jasper Winery, Manteca (Lehmann, San Francisco, printers) undated
San Martin Winery, San Martin (Stecher, Trung, and Schmidt, San Francisco, printers) 1975-1986
San Pasqual Vineyards, San Diego 1982-1986
Santa Barbara Winery, Santa Barbara 1981-1986
Santa Cruz Mountain Vineyard, Santa Cruz (Sentinel Printing, Santa Cruz) 1975-1978
Santa Lucía Wineries, Fresno (Lehmann, San Francisco, printers) undated
Santa Rosa Winery, Santa Rosa undated
San Ynez Valley Winery, Santa Ynez 1980-1983
Santa Ysabel Winery, Pasadena (Lehmann, San Francisco, printers) undated
Sausal Winery, Healdsburg 1980-1985
Schramsberg Vineyards, Calistoga 1973-1975, undated
Sebastiani Vineyards, Sonoma 1967-1981, undated
Sellard’s Winery, Sebastopol (Wine Press, Sebastopol) 1982-1984
Sequoia Grove Vineyards, Rutherford (General Labels, Belmont) 1984
Shadow Creek Champagne Cellars, Graton 1978

Scope and Contents
Includes the Ridge Report newsletter.

Finding aid to the California wine label and ephemera collection, Kemble Spec Col 07 Kemble Spec Col 07Kemb...
Shafer Vineyards, Napa (Schieck Printing, Napa) 1983-1985
Shown Sons Vineyards, Rutherford 1978-1983
Sierra Vista Winery, Placerville 1983
Silver Oak Cellars, Rutherford (Herdell Printing and Lithographers, Inc., St. Helena) 1973-1978
Silverado Vineyards, Napa (San Rafael Graphics) 1983-1986
Simi Winery, Healdsburg (Louis Roesch Co., San Francisco, printers) 1979-1986, undated
Smilo Wineries Bottling Co., Fresno undated
Smith-Madrone Vineyards Winery, St. Helena (Colina Design; Calistoga Printing) 1983-1984
Souverain, Geyserville undated
Spring Mountain Vineyards, St. Helena (F.P. Label Company; Schieck Printing) 1973-1986, undated
Stag's Leap Wine Cellars, Napa 1973-1979
Standard Wines Inc., Los Angeles undated
Sterling Vineyards, Calistoga 1982
Stevenot Winery, Murphys 1979
Stone Creek Cellars, Geyserville 1976-1979
Stony Hill Vineyards, St. Helena (designed by William Tift, Corte Madera; Schieck Printing, Napa) 1972-1985
Sutter Home Winery, St. Helena 1975-1987

Scope and Contents
Includes the Sutter Home News Letter.

Tivoli Vintage Co., Los Angeles circa 1930s
Topolos at Russian River Vineyards, Forestville 1982-1984
Trading Corporation of America, Los Angeles (Lehmann, San Francisco, printers) undated
Trefethen Vineyards, Napa (Schieck Printing, Napa) 1973-1976, undated
Trentadue Winery Vineyards, Geyserville 1973-1985, undated
Tulare Winery Co., Tulare
Tulocay Winery, Napa 1975-1984
Turgeon Lohr Winery, San Jose 1975-1977, undated
V. Sattutti Winery, St. Helena 1973-1978
Valley of the Moon Winery, Glen Ellen (Gordon Graphics, Novato) 1981-1986, undated
Valley Vineyard Co., Los Angeles undated
Veedercrest Vineyards, Emeryville (Gillick Printing Company, Emeryville) 1960s-1978
Vega Vineyards, Buelton (Blake Graphic Center, San Luis Obispo; Priority Publications, San Rafael) 1983-1985
Ventana Vineyards, Soledad (designed by Shirley Meader; Blake Printing, Paso Robles) 1978-1985, undated
Vicks Distributing Co., Oakland undated
Villa Mt. Eden, Oakville 1975-1978
Villa Paradiso Vineyards, Morgan Hill (Gordon Graphics) 1981-1986
Vina Vista Winery, Geyserville 1983
Vose Vineyards, Napa (Gordon Graphics) 1981
Walker Wines, Los Altos 1979-1980
Weibel Champagne Vineyards, Mission San Jose (Redwood Litho, San Francisco; Weibel Graphics Dept., Newark) 1970s-1986, undated

Scope and Contents
Includes the Weibel Grapevine newsletter.
Wente Brothers, Livermore 1981-1985
Westco Liquor Products Co., San Francisco 1920s
Weston Winery, Fresno undated
William Hill Winery, Napa 1978-1984
Whaler Vineyard, Ukiah 1981-1986
Wheeler Vineyards, Healdsburg 1986
Windsor Vineyards, Windsor 1973-1977, undated
Wittwer Winery, Eureka 1974-1978
York Mountain Winery, Templeton (Canterbury Products, San Luis Obispo, printers) 1978-1986, undated
Z D Wines, Sonoma (Redwood Empire Printing, Santa Rosa) 1969-1978
Zaca Mesa Winery, Los Olivos 1981-1982
Beer and liquor companies circa 1930s-1940s
Scope and Contents
Includes labels for beers and liquors made in other states and countries, including Mexico, Venezuela, Puerto Rico, Columbia, and the Virgin Islands.

Beer and liquor companies--A.P. Hotaling & Co., San Francisco (primarily whiskey labels) undated

Distributors, packers, and bottlers circa 1930s-1940s

Non-California wine companies circa 1930s-1940s
Scope and Contents
Includes labels for wines made in other states and countries, including Mexico.

Prohibition Era non-alcoholic wines and beers circa 1920-1933

Unidentified wine companies circa 1930s-1940s
Scope and Contents
Includes wine labels without winery information. Some may date from the nineteenth century.