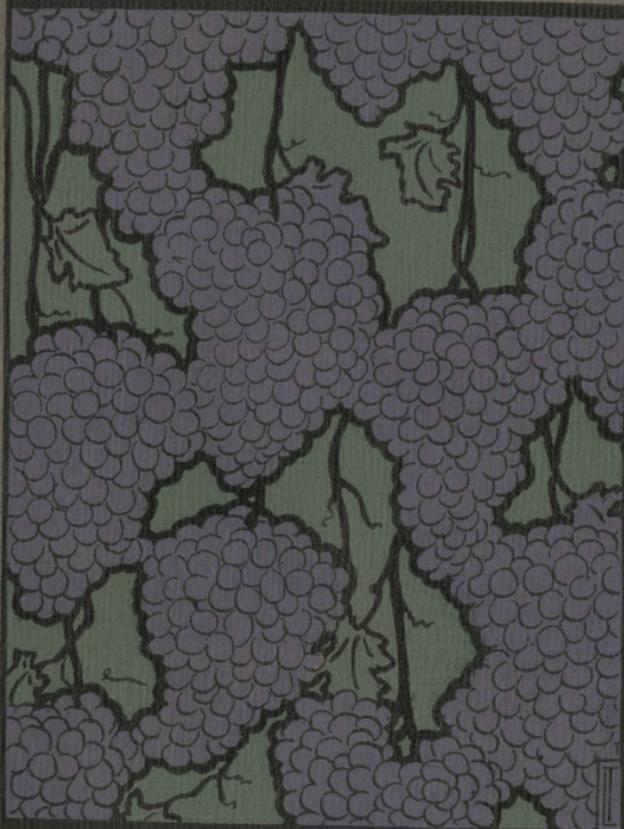


THE GRAPE.



ITS . JUICES . USES . AND . ABUSES .

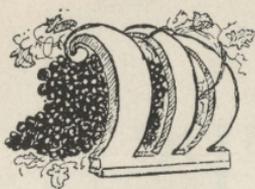
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432 Pine Street
San Francisco
August, 1902

The Grape

Its uses,
juices
and
abuses

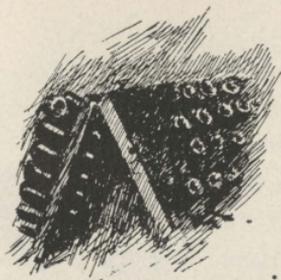
A paper read by HORACE G.
PLATT, at *Bohemian Club*
High Finks, October 13, 1900



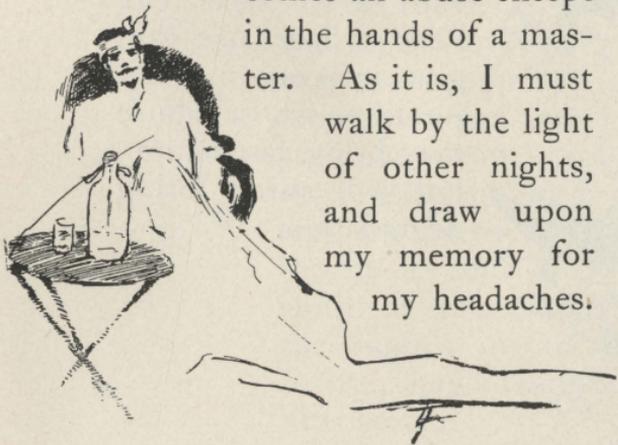
R. SIRE: "The
Grape: Its Juices,
Uses and Abuses,"

is not only a very alliterative theme, but is also very fruitful, and suggests liberal treating. It affords many opportunities for oratory, poetry and wit; but these opportunities knock not at my door. They are frightened away by the watering-cart they see standing there.



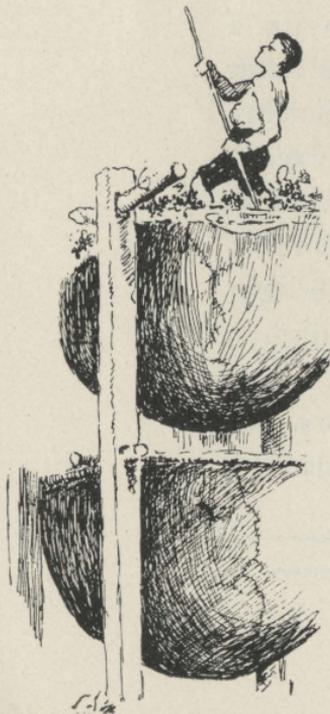


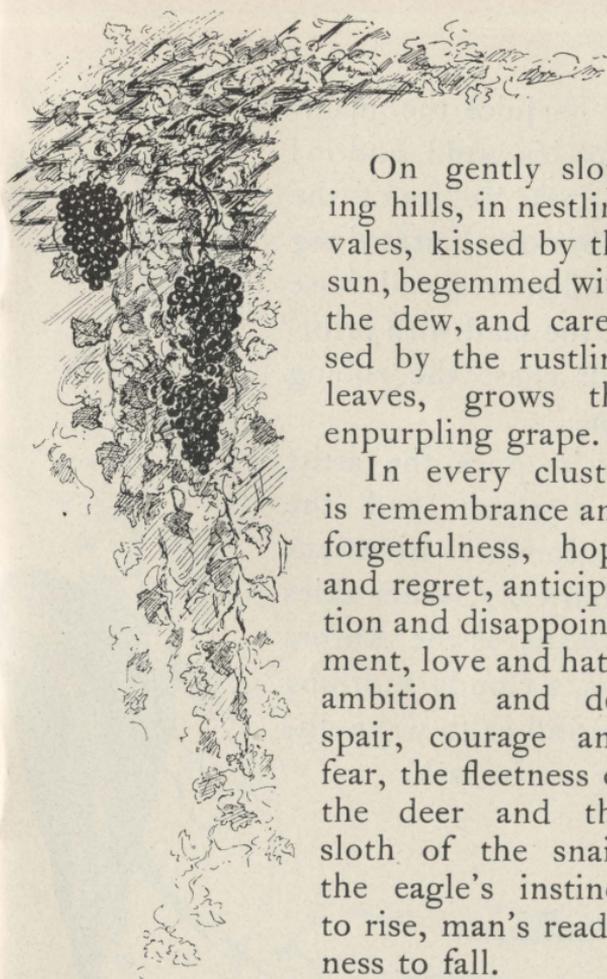
Did my purse and
my gout permit
the daily gratifi-
cation of my ap-
petite for dusty, cob-
webby bottles of La-
fite, I could write a
thesis to prove that
the use of the juice be-
comes an abuse except
in the hands of a mas-
ter. As it is, I must
walk by the light
of other nights,
and draw upon
my memory for
my headaches.



If one would thoroughly appreciate the grape, he must himself tread the wine-press, and with reverent feet press out the juice whose use or abuse will give wings to fancy, or feet of lead to fact.

Fate wills that each one must himself tread the wine-press, and from the grapes of his own vineyard press the juice whose use will give inspiration to aspiration, whose abuse may bring fascination, but will surely bring degradation.



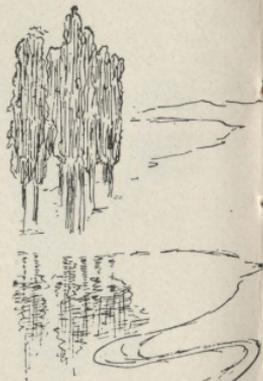


On gently sloping hills, in nestling vales, kissed by the sun, begemmed with the dew, and caressed by the rustling leaves, grows the enpurpling grape.

In every cluster is remembrance and forgetfulness, hope and regret, anticipation and disappointment, love and hate, ambition and despair, courage and fear, the fleetness of the deer and the sloth of the snail, the eagle's instinct to rise, man's readiness to fall.

Into its juice the magician dips his wand, and lo! there appear "elves of the hills, brooks, standing lakes, and groves, and those that on the sand with printless foot chase the ebbing Neptune."

Into its juice the artist dips his brush, and the moth becomes as iridescent as the butterfly, leaden skies as prismatic as the Aurora Borealis, a cloudy morning so beautiful as to wake the singing of the lark.



Into its juice the poet dips
his pen, and the rhythm of
our hearts and the music of
our souls make life melodious.



Its juice the orator quaffs,
and thoughts that live and
words that burn in eloquence
wring plaudits from the stars.

Oh, the juice of the grape!

It is diplomacy, and states-
men avoid the shedding of
good blood by the drinking
of good wine.

It is business, and money-
kings coin ducats out
of the bubbles of
sparkling wine.

It is fellowship,
and friendship is born
of a bottle of wine.

It is passion, and
the flower of love
blooms in blushing
beauty when
sprinkled with wine.



It is surcease from pain,
relief from sorrow, rest from
labor, triumph's reward.

It is the chariot of fancy,
and its path is the rainbow.

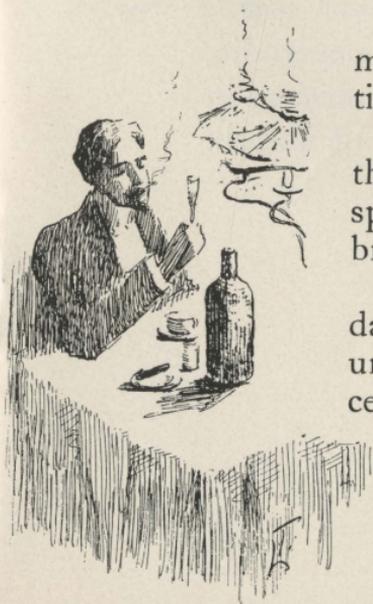
It is the Pegasus of genius,
and its wings are aglow with
the lightning.

It is the fairy godmother
of hope, and it neglects no
Cinderella.

It is sunlight and
moonlight dis-
tilled in purple.

It is the water of
the Pierian Spring,
sparkling with the
breath of angels.

It is the eternal to-
day of beauty, pleas-
ure and fruition, the
certain tomorrow of
delicious anticipa-
tion.



It is childhood's
laughter, manhood's
cheers; it is lovers'
midnight kissing.

It is the elixir of in-
exhaustible desire, the
one taste of nature that
makes the whole world
kin.

Its flowers never
fade, its perfumes never die,
its music lingers forever as in
the pearly galleries of a shell.



Abuse it, and on your
hearthstone will coil the
dragon of despair, and want
and woe will your companions
be, and—but why dream of
pain when you may be awake
to pleasure? Tonight we will
think of the grape and its
juices and uses only. Its
abuses we may think of
tomorrow; but not if we bear
in mind these lines from
Horace:

“O Varus mine,
Plant thou the vine
Within this kindly soil of
Tiber ;
Nor temporal woes,
Nor spiritual, knows
The man who’s a discreet im-
biber!”



We've been bottling California wines for half a century.

Our name is burnt into the cork, pressed into the cap, and embossed on the label:

Goldberg, Bowen & Co.
S a n F r a n c i s c o

Our wines are shipped from the New York warehouse all over the East, from the Mississippi to the Atlantic, from Maine to Florida.

The Eastern demand has come from visitors to this Coast, who have found the wines at many hotels and on the tables of our best families.

A stock of Sierra Madre Olive Oil and of Paul Masson California Champagne are also kept in warehouse in New York for prompt shipment of Eastern orders.

We ship to New York in carloads, and the freight is only fifty cents a case.

VISTA DEL VALLE

(View of the Valley)

White Wines

Called "Bottled Sunshine."
Produced on the hillsides
overlooking Livermore Val-
ley.

There, the most equable
temperature prevails.

Thence have always come
the best California white wines.

The prices are moderate.
Your money back if for any
reason you should not be sat-
isfied.

VISTA DEL VALLE

White Wines

Case of 12 Qts.

Plain Sauternes	\$5.50
Dry Sauternes	5.50
Haut Sauternes	7.00
Chateau Yquem Saut	7.50
Riesling	5.00
Moselle	5.00

Case of 24 pints, \$1.00 per case more; when delivered from the warehouse in New York, \$0.50 a case more.

VISTA DEL VALLE

Red Wines

Selected from different vineyards. After many years of bottling and selling to the most exacting wine users on this Coast and in the East we are satisfied with the quality of these wines.

Order a case each of red and white for trial.

VISTA DEL VALLE

Red Wines

Case of 12 Qts.

Vin de Table Claret	\$3.50
Chateau Victoria "	4.00
Larose	5.00
Royal	6.00
Burgundy	5.50

Case of 24 pints, \$1.00 per case more.

Paul Masson Champagne: quarts, \$16.00; pints, \$18.00; when delivered from warehouse in New York, \$0.50 a case more.

SIERRA MADRE
O L I V E O I L

Case of 12 quarts \$ 9.00

Case of 24 pints 10.00

Competes with oils both
higher and lower in price —
the former because they cost
too much, the latter because
they're not good enough.

5760
T P
1957
1953
1902



VIEW OF THE VALLEY FROM MT. TAMALPAIS.

THE STANLEY-TAYLOR COMPANY, SAN FRANCISCO



One Certificate ONLY to each Customer.

GOOD FOR \$1.50

*When used toward the payment of a trial order/case of
VISTA DEL VALLE wine during September 1902.*

432 Pine Street,
232 Sutter Street, } SAN FRANCISCO.
2800 California Street, }

Cor. Thirteenth & Clay Sts., OAKLAND.



NAME

ADDRESS

NUMBER

1925

VISTA DEL VALLE CALIFORNIA WINES
ARE PURE AND HEALTHFUL.

TRY THEM, — USE THIS AS ONE DOLLAR AND A HALF
TOWARD PAYING FOR THE FIRST CASE.

WE WILLINGLY **BUY THE FIRST ORDER**
TO ESTABLISH THE WINE ON YOUR TABLE.

THIS NUMBERED CERTIFICATE, WHEN SIGNED, IS
GOOD FOR \$1.50, WHEN APPLIED AS PART PAYMENT
ON A CASE OF VISTA DEL VALLE WINE DURING
SEPTEMBER, 1902.

GOLDBERG, BOWEN & CO