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THE BIG CHANGE

California

A VERY SURPRISING TURN

In 1960 Julian Street's widow, Marguerite, was preparing a new edition of her husband's pioneering book, *Wines: Their Selection, Care, and Service*, originally published in 1933 for the instruction and guidance of an American public in its regained freedom to drink.¹ Julian Street had died in 1947, but his book continued to be read. His widow had prepared a second edition in 1948 and was now at work on a third. She wrote to her publisher, Alfred Knopf, that even though the job was a demanding one, it was a relief to think that at least the chapter on California would not need much revision: "The California picture," she said, "hasn't changed much."² That must have seemed true enough from the point of view of Connecticut, where Marguerite Street lived. But it seemed true in California, too, and not just to well-informed amateurs like Street but to distinguished professionals. Maynard Amerine and Vernon Singleton, writing in 1965 in *Wine: An Introduction for Americans*, ventured this prophecy:

A number of small family wineries and wineries for local trade . . . still continue, and will probably survive on a local-pride basis for some time, but the future of the industry seems to lie with a few highly industrialized wineries producing wines at competitive prices and a few wineries specializing in high-quality wines.³

Amerine and Singleton had every reason to think this way: the number of wineries in California was still declining and had not yet bottomed out when they were writing, and