



Wine advertisement.

[s.l.]: [s.n.], 1972

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Mona Lisa and Leonardo knew

...what every Doctor and Nurse should know about wine.

LEONARDO DA VINCI, artist, engineer, anatomist, was also winewise. And so were smart Renaissance women like his smiling Mona Lisa (whose real name was reputed to be Lisa Gherardini).

Leonardo, born out of wedlock to a peasant girl named Catarina, was a child of the wine country. His natal village of Vinci, between Florence and Pisa, nestled in hills that grow robust Chianti wines.

In Florence he knew leaders of Renaissance medicine, saw them using wine in patient care—wine, the gentlest and foremost of therapeutic aids for 60 centuries!

Despite the skill of physician friends and the magic of wine, Leonardo found medicine terribly hampered by medieval dogma and superstition. It needed light.

And what light, what a Renaissance, Leonardo da Vinci brought to medicine! *To see is to know*: taking the human body for his text, he studied, dissected, observed, made some 750 anatomical sketches—50 of the heart alone—many of them still valid today!

Art and science, united in the genius of Leonardo da Vinci and also Vesalius



Leonardo da Vinci 1452-1519



The Mona Lisa By Leonardo da Vinci, Louvre, Paris

who followed him, reawakened world medicine, bringing closer the age of miracles in therapy and surgery which you, Doctor and Nurse, serve today. As we serve you.

Incidentally, Leonardo had fun with wine, which he called, lovingly, "the divine liquid of the grape." He invented a formula for changing white wine into red (he didn't say why). And beneath a diagram of his famous Fly-

ing Machine, he added a note: "This machine should be tried over a lake, and you should carry a long wineskin as a girdle so that in case you fall you will not be drowned."

Grazie, Leonardo! From all who love the arts of medicine and wine!

MORE WINE READING?

The Wine Reading Prescription below tells its own story, a story we hope you will wish to follow further.

Don't forget to circle the "fun" wine cookbooklet — with 88 ideas to start a Renaissance of entertaining in your own home, and make your guests smile like the Mona Lisa.

Simply circle the items you want, and they are yours, free of course.

The Winegrowers of California

WINE READING PRESCRIPTION, filled without charge for Doctor, Nurse, Assistant, Administrator, Dietician, or other members of the medical profession:

Circle each number wanted:

- 1 A 160-page paperback book that every Doctor, Nurse, Dietician and Hospital Administrator should own. **WINE AND YOUR WELL-BEING**, by Salvatore P. Lucia, M.D., a practicing physician and Professor of Medicine, Emeritus, University of California. This noted authority on wine in therapy gives you clinical information on wine in convalescence, in geriatrics, stress, cardiovascular disorders, diabetes, etc. Other subjects are: what wine is, how made, food values, calories, wine in restricted diets (with some recipes), bits of intriguing wine history, seasoned with famous wine quotations, a list of wines and how they taste. Yours with our compliments.
- 2 **USES OF WINE IN MEDICAL PRACTICE**, 64 pp.; contains references to the results of 30 years of scientific medical research in U.S. and abroad on wine in nutrition, convalescence, gastroenterology, various clinical conditions, covers Indications, Contraindications, Bibliography, wine in Hospital and Nursing Homes.
- 3 **WINE COOKERY THE EASY WAY**, 24 pp., 53 recipes for "gourmet meals in a hurry" with convenience foods; and **CALIFORNIA WINE COOKERY AND DRINKS**, 24 pp., 88 recipes, ideas, for home fun of good cooking, serving, and entertaining. Both booklets free.

WHAT IS WINE?

Wine is nature's own food, tonic and giver of hope; available to rich and poor, for Doctor, Nurse, and patient alike; a gentle tranquilizer which can augment the sense of well-being without diminishing the will. Wine is easy to prescribe and give and enjoy. Wine is yours, Doctor and Nurse, for your personal pleasure, for your patient's more cheerful recovery in hospital or home.

PLEASE PRINT YOUR NAME, title as member of medical profession, address and zip, and mail to:

DEPARTMENT D15 WINE ADVISORY BOARD,
717 MARKET STREET, SAN FRANCISCO, CA 94103

Name _____

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