

PARADISE POST 

 PUBLICATIONS



1888 - 2019

**JOHNNY APPLESEED DAYS**

***From Paradise with Love***

**PARADISE RIDGE ♦ CHAMBER OF COMMERCE ©**

*Come and Join Us*

**Saturday, October 5, 10-5 • Sunday, October 6, 10-4**

*Terry Ashe Park, 6626 Skyway, Paradise, CA*

# The Paradise Ridge says THANK YOU with Free Pie



Volunteers will serve 1,000 slices of FREE pie as a gesture of thanksgiving.

The program for the 1952 Paradise Festival and Apple Show stated that the fest now known as “Johnny Appleseed Days” was “a gesture of thanksgiving rather than an exposition. It is a family get together to which you the people of the entire area are most cordially and happily invited.”

A long-standing favorite of the fest is the Children’s Games Plaza, sponsored by Adventist Health and benefitting the Boys and Girls Club. Johnny Appleseed himself will be on hand to tell stories , and face painting will be available in the main vendor area. Continuous entertainment will be provided throughout the two-day fest. (See related listing on page10.)

Local businesses will be out in force to offer information, demonstrations and promotional materials and gifts. Stop by the Chamber of Commerce booth for business and local information. Artisans and crafters from all over the west will be on hand with unique gifts for early Christmas shoppers and treasure seekers.

Visitors and locals may not only partake of the many attractions of Johnny Appleseed Days at Terry Ashe Park on Saturday and Sunday, October 5th and 6th, but may also check out Blues and Brews at Paradise Community Park on Saturday, October 5th. Hosted by the Paradise Exchange Club, the music fest is a fundraiser for music programs in our local schools.

And don’t forget your Paradise apple pie! In past years, local volunteers have gathered to bake apple pies from the last orchard on the Ridge to share with the community and guests. This year, while we wait for Noble Orchards to fully recover, the traditional apple pies will be baked in Paradise by Pie Pavilion sponsor Save Mart. Do-it-Yourself pie baking kits, complete with “secret Paradise pie spice mix” will be available for purchase, and community volunteers will serve 1,000 FREE slices of apple pie to attendees as a “thank you” for shelter and assistance during this singular year of change. Johnny Appleseed 2019 comes “From Paradise, with Love.”



**Johnny Appleseed Days**  
**Terry Ashe Park**  
**6626 Skyway**

**Saturday, October 5, 10:00-5:00pm**

**Sunday, October 6, 10:00-4:00pm**



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# Johnny Appleseed Days: Past and Present

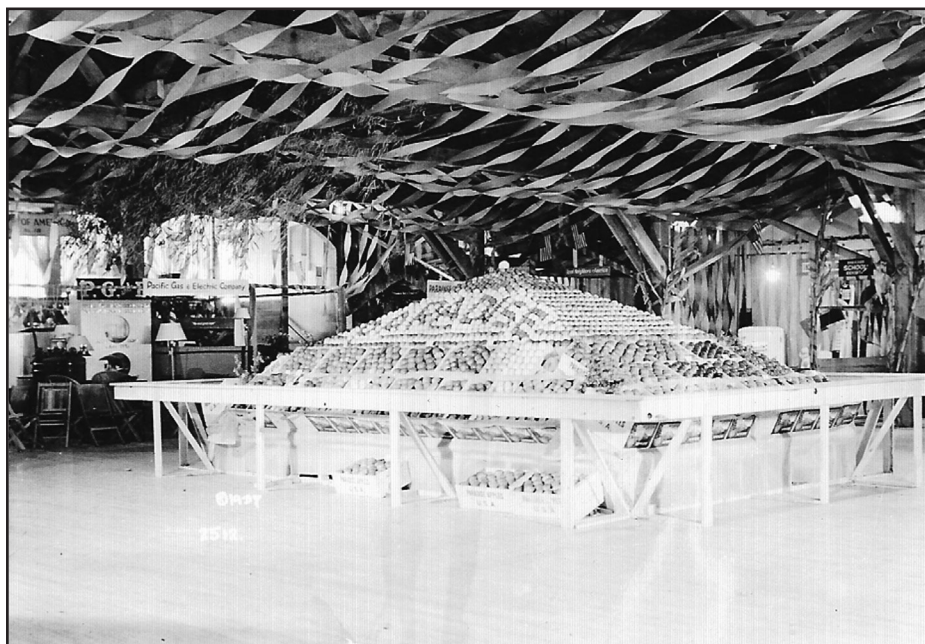
**By Monica Nolan,**

Executive Director,  
Paradise Ridge Chamber of Commerce  
**Research by Kathy Sinclair,**  
Gold Nugget Museum

The Paradise Ridge Chamber's Johnny Appleseed Days is an historical event enjoyed by scores of attendees each year.

In 1888, Paradise held its first "Harvest Festival" to celebrate the Temperance Society's commanding of the local saloon. The building was rolled across Clark Road on logs, from what is now Reibes Auto Parts to what is now the Paradise Rite Aid. By 1904, with the introduction of the Butte County Railroad, the Ridge shipped Paradise apples far and wide.

Now known as "Johnny Appleseed Days," our harvest fair is the oldest in the state. For 131 years, the Ridge has showcased agriculture and commerce, and fairs included music, dancing, performances, agricultural prizes, chicken dinners for a quarter, and pageants depicting the gold-rush history of the Ridge. In 1956, the Fair hosted a wedding; guests were Paradise couples who had been married 30 years or more.



Apples spell the word "Paradise" in this vintage harvest fair photo.

The Paradise Ridge Chamber of Commerce began sponsoring the fair in 1937. Hollywood came to Paradise in the form of Errol Flynn and the cast of Robin Hood. 500 people were turned away from Memorial Hall, where the depression-era hot-tie gave an impromptu speech.

Hollywood's brief appearance on the Ridge gave "The Paradise Fair and Apple Show" the momentum to

host The Butte County Fair the following year. This led to the improvement of Clark Road in anticipation of hordes of out-of-town visitors, including Governor Frank Merriam. The Paradise Progress Review of September, 1938 predicted that the "Greatest Fair of All time Will Greet Visitors" and that the celebration would be the "most elaborate fair that has ever been staged on

the Ridge." The honor was short-lived, and the County Fair became a movable fest for several years, travelling the region before settling in Gridley after a hard battle lost by the Chamber and other stakeholders.

In 1959, the event was rebranded "Johnny Appleseed Days." Now, as in days of yore, merchants, artisans, peddlers and entertainers travel with their goods to the Fair, although these days it's in a Winnebago instead of a Conestoga.

Staffed almost solely by volunteers, this Paradise event is as much a labor of love as it is a gift to the hundreds of families and community members who enjoy it year after year. According to The Paradise Review of 1940: "No community could have worked any harder nor more whole-heartedly than did the community of Paradise to make past fairs successful."

Through partnerships with sponsors, local talent, and the businesses that are the backbone of our community, we showcase the wealth of activities, attractions, history and beauty that the Paradise Ridge has to offer to both its residents and visitors.

## Johnny Appleseed Days Poem

Oh, you've heard of famous Places  
Like the Road to Mandalay,  
Or the lovely Sandwich Islands  
Where the grass skirts swish and sway.  
And you've read of desert oasis  
With the cool green palms for shade  
Or the terrible cold the Arctic holds  
In the bleakest land God made.  
But now there's a place to explore

With woods and lakes and streams,  
With a sky so clear that the stars seem near  
A place you've seen in your dreams.  
It's Paradise, California  
Just North of Oroville.  
Come for the day, but plan to stay  
Cause you'll love it. We know you will.  
So come up and pay us a visit  
To frolic and romp and play.

We're having a Celebration soon  
Called Johnny Appleseed days.  
For Paradise Apples are Scrumptious,  
And this year's crop is grand.  
It's a taste delight with every bite.  
They're famous throughout the land.  
Buy them whole or in a pie.  
They sell out every year.  
Be sure to visit early,  
before they disappear!

*circa 1967*



# Many Thanks to Our 2019 Sponsors



THE ROTARY CLUB OF PARADISE



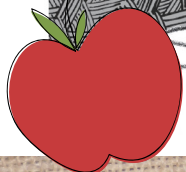
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## Johnny Appleseed Story Telling on the Hour

**Saturday:**  
11:00a.m.  
until 3:00p.m.

**Sunday:**  
11:00a.m.  
until 3:00p.m.



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# 131<sup>st</sup> Johnny Appleseed Days

## Sat., Oct. 5, 10-5 • Sun., Oct. 6, 10-4

### Terry Ashe Park



**Save Mart Pie Pavilion**

**Food Court**

**Handicap Parking**

**Entertainment**

**Playground**

**Arts & Crafts Booths**

**Stage Area**

**Puzzles**

**Luther Drive**

**Skyway**

**Effort Road**



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## ***What's Cookin'***

### **Baker's Choice**

#### **Kettle Corn & Lemon Shakers**

Kettle corn, caramel apple kettle corn, lemon shakers

### **Brannen Gourmet**

Barbecue Sauce and Paradise pepper sauce

### **Chunky Monkey Artisan Milkshakes**

Coffee, mocha, latte, smoothies, frozen strawberry lemonade, hot cocoa

### **Corning Sweets**

Caramel apples, cake balls, chocolate covered items, peanut brittle, salt water taffy, caramel chews, candy gifts, and more

### **Green Paradise Deli Cafe**

Sandwiches, dessert, drinks, ricebowls, wraps

### **Guzzetti's Catering & Indian Food**

Delicious packaged Indian food and samples: dips and breads, samosas, lemonade and Mango lassi drinks

### **Kahuna Brothers Shave Ice**

Shave ice-multiple flavors

### **Maria's Gone Tamales!**

Tamales, sodas, waters, strawberry lemonade

### **Noble Orchards**

Apples and cider

### **NomNom Crepes**

Fresh fruit crepes

### **Pair-O-Dice Chapter E.Clampus Vitus**

Tri tip sandwiches, pulled pork sandwiches, hot dogs, polish dogs, potato salad, macaroni salad, chips, drinks

### **Primo's Gourmet Food**

Dips, rubs, marinades, olives, sauces, mustards, pickled veggies

### **Road Roaster Coffee Co.**

Roasted bagged coffee beans, coffee gift boxes

### **Robbie's Paradise Burger**

Burgers, sandwiches, salad, beverages

### **Save Mart**

Apples

### **SPUN Organic Cotton Candy**

Made to order Organic Cotton Candy - many flavors including Apple Pie!

### **Terri Sue's**

#### **Toffee and Treats**

Toffees, brittles, fudge, caramels, dipped apples and marshmallows, cookies, and baked goods

### **Two English Ladies**

English Tea products: curds, shortbread, scones mix clotted cream, teas, dressings

### **Yony's Roasted Corn**

Mexican street corn



# Inspired to create healthier communities one bite at a time



We are committed to this community and are proud to sponsor the Paradise Ridge Chamber of Commerce's 2019 Johnny Appleseed Days. Providing high quality health care for you and your family is one way we are creating a healthier future for all of us. An apple a day might also help!

## OUR SERVICES AND LOCATIONS:

### **Feather River Health Center\*** **5125 Skyway, Paradise**

Behavioral Health/Psychiatry  
Dental  
Diabetes Education  
Endocrinology  
Gastroenterology  
Nephrology  
Gynecology  
Pain Management  
Palliative Care  
Pediatrics  
Physical Medicine and Rehabilitation  
Podiatry  
Primary Care  
Virtual Health  
Walk-in Clinic

### **Feather River Pharmacy** **5125 Skyway, Paradise**

### **Physical Therapy** **101 Raley Blvd., Suite 102, Chico**

### **Medical Pavilion\*** **111 Raley Blvd., Chico**

Nephrology  
Primary Care

### **Cancer Care Center – Chico** **95 Declaration Drive, Suite 1, Chico**

### **Home Health & Hospice** **500 Orient Street, Suite 105, Chico**

### **Corning Health Clinic\*** **155 Solano Street, Corning**

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# Johnny Appleseed Days Talent

**Sat. Oct 5**

**11:00 Chocolate Fest Presentations**

**11:30 Revolution Dance**

**12:00 Laurie Noble of Noble Orchards**

**12:10 Pantoja Shotokan Karate Do**

**12:30 Northern California Ballet**

**1:00 David Leon Zink**

**2:00 Starlight String Quartet**

**2:45 K9 Demo**

**3:30 4 Good Times Band**

**Sun. Oct 6**

**10:30 Positive I**

**11:10 Ukuladies**

**11:30 Fire Dept /Fire Safe Council**

**12:15 Brass Connection**

**2:00 Soul Posse**



Johnny Appleseed Days welcomes vendors from all over the north state & beyond.



Johnny Appleseed pies will be baked in Paradise with love by Pie Pavilion Sponsor Save Mart.



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- Ted & Linda R., Paradise, CA

We just finished working with DH and their crew from Chico on my mom's house in Paradise. My mom is 81 years old. A tree came down and wiped out half her house. DH came in and fixed a mess left by a previous contractor, exhibiting great patience with us. You have a great staff in Chico!  
- Michael C. Sr., Chico, CA



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