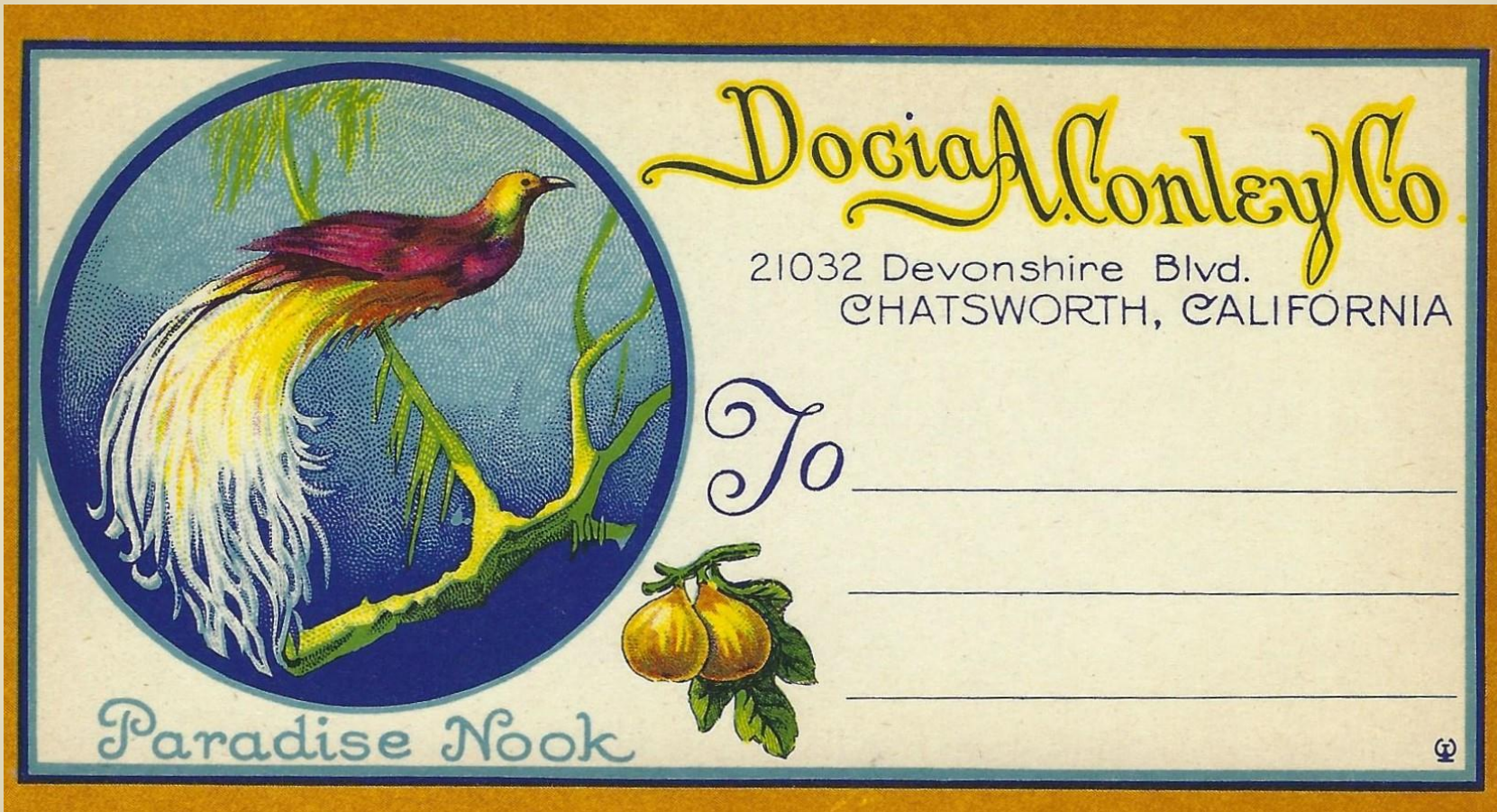


# Docia Conley, Kadota Figs, Paradise Gift Shoppe



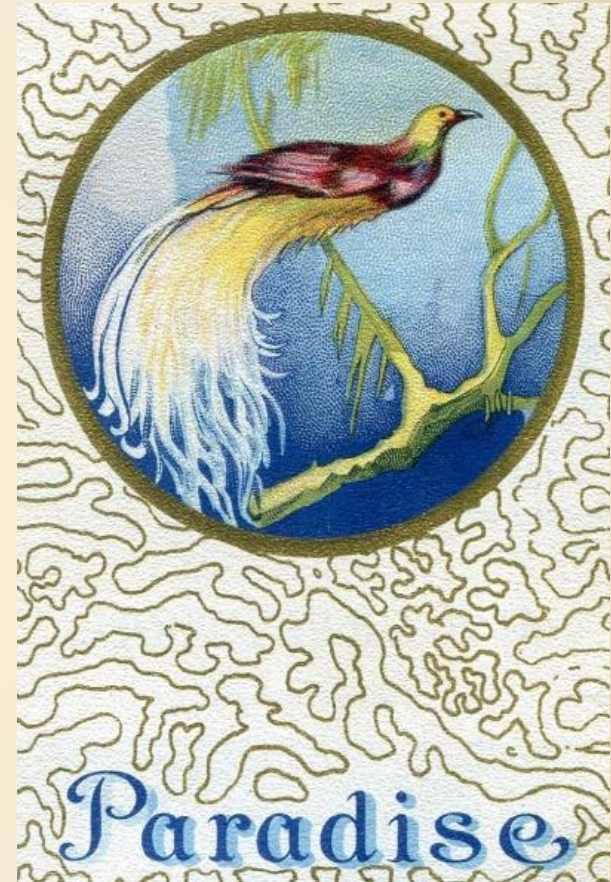
# Docia Conley, Kadota Figs, Paradise Gift Shoppe

Docia A. Conley Corporation was one of Chatsworth's successful icons from 1915 -1979, located at 21032 Devonshire.

Known to most of us as **The Paradise Gift Shop**, it also had a Tea Room.

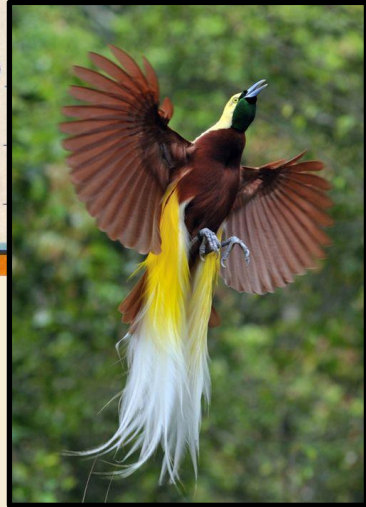
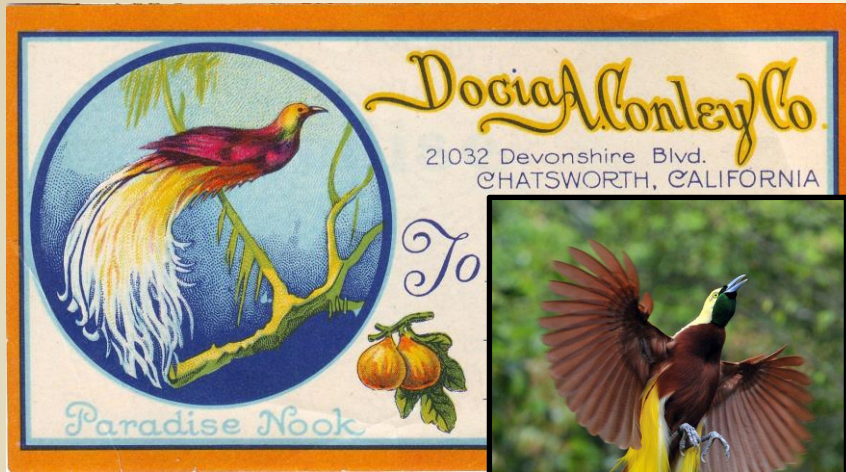
It has been said that **The Paradise Tea Room** was always a favorite destination to “motor” out to for a Sunday drive.

The family owned business, started by Docia and George Conley, combined a tea room garden setting surrounded by a variety of plants, trees and exotic birds.





# Docia Conley, Kadota Figs, Paradise Gift Shoppe



Note: The Docia A. Conley logo is based on the Bird of Paradise from New Guinea, an island nation north of Australia, almost twice as large as California.

# Topics to be covered

- 1924 – Real Estate subdivider William George Loomis creates the Kadota Fig Farms in Chatsworth
  - 1924 - WG Loomis plants 148 acres of figs at Devonshire and DeSoto
  - Background on WG Loomis and other Fig Acreage in California
- 1926 – Docia and George Conley buy a 2 acre fig farm in Chatsworth
  - Docia Conley has been processing/canning fruit since 1908
  - In 1915 Conley & Conley is incorporated, and a fruit preserving plant is built in Highland Park on Pasadena Ave.
  - In 1926 they build The Paradise Tea Room and Gift Shoppe, and a processing plant on their 2 acre fig farm.
- 20's and 30's events, including hosting visitors at the 1932 Summer Olympics
- Private Labels for Roy Rogers, Major Dept Stores...
- In 1979 the Paradise Gift shop closes and the land is developed.





## The Kadota Fig Farm Story



# WG Loomis Kadota Fig Farms at Chatsworth

- March 1924 – An Acre of Figs for \$1,500
- The trees are all set out and in bud and will have figs on them this year.
- The price includes care for two years.
- Luncheon will be served next Sunday at Kadota Fig Farms at Chatsworth
- See the model acre, showing how you can raise chickens, strawberries and vegetables between the fig trees to get an income from the start

1924-03-12 An Acre of Figs  
Los Angeles Daily News

11/16/2021

Docia Conley, Kadota Figs, Paradise Gift Shoppe

**An Acre of  
FIGS  
for \$1500**

On Sunday, March 16th, I will sell some of the finest Kadota Fig tracts in the state at the amazingly low price of \$1500. Just think of it! Some of the tracts are over an acre.

The trees are all set out and are in bud and will have figs on them this year. The price includes care for two years. These tracts are worth from \$2500 to \$2500, and those who purchase NOW can show a big saving. Half-acre tracts as low as \$600.

Don't fail to visit the finest self-supporting, money-making subdivision in or around Los Angeles. Luncheon will be served next Sunday at the

**KADOTA  
Fig Farms  
at Chatsworth**

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## KADOTA Fig Farms at Chatsworth

It's right in the city of Los Angeles, with city water and all other city advantages.

See the model acre, showing how you can raise chickens, strawberries and vegetables between the fig trees and get an income from the start. Finest climate and an ideal place to live—1500 feet elevation—no frost. Raise anything you like ANY month in the year.

Pick up the telephone, call 877-474 and make an appointment to go out in one of our comfortable cars ANY DAY. Or mail the coupon, and illustrated literature will be sent you.

If you have a car, drive out Ventura Boulevard to Pasadena Avenue, turn north and go through the town of Beverly and follow to end of road, turn west and drive direct to property.

Office open daily from 9 to 5; Sundays from 9 to 12.

W. G. LOOMIS

## KADOTA FIG FARMS

1250 Sun Building  
Los Angeles

W. G. LOOMIS,  
1250 Sun Bldg.,  
Los Angeles, Cal.

I am interested in the "Kadota Fig Farms" and would like full particulars without obligation.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Phone \_\_\_\_\_  
June 2-12-24



# WG Loomis Backstory

- In 1908, William George Loomis, salesman, at the age of 37, marries Brownie Housel in Milwaukee.
- They move to San Francisco in 1910, then San Mateo in 1920.
- In 1910 his California Timber Land Co. purchases 3,200 acres near Redlands. The entire tract is set out in eucalyptus trees, after which the land will be sold in 5, 10 and 20 acre tracts. (1909-05-27 Los Angeles Express)
- Also in July 1910, Loomis' Liberty Oil Company is drilling for oil in Santa Paula. This is 4 months after the March 1910 Lakeview #1 gusher southwest of Bakersfield, owned by Julius Fried of Chatsworth [Sept 2020 Smoke Signal](#) (note: Julius Fried is the president of the LA Fig Canning Company in Chatsworth in 1928)

1910-07-07 Oakland\_Tribune

## VENTURA FIELD, BECOMES ACTIVE

More Than Fifty Rigs Now in  
Operation; New Concerns  
Enter Territory.

SANTA PAULA, July 7.—The Ventura oil district is more active than at any time in years; more than fifty new rigs are in operation; a large number of new concerns have entered the fields; the price of light gravity oil has steadily advanced and it is the opinion of many operators who have been watching the gradual increase in the demands for refining and lubricating oils during the past eight months that the next great oil excitement and rush for lands and leases will be in this district, which is the grandfather of all the California oil fields.

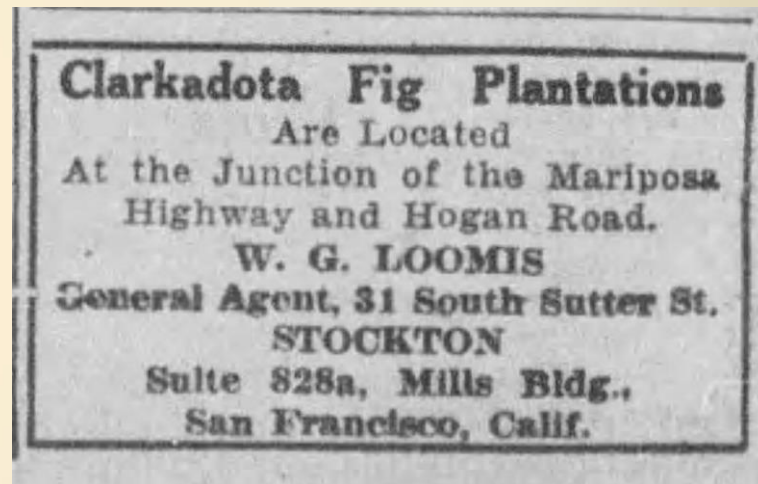
Operators point to the fact that companies like the Union and Pioneers such as the Bards and Stewarts have continued to increase their holdings. The Union Oil Company is doing assessment work on thousands of acres of land and is building one pipe line, while the Bard Oil and Asphalt Company is projecting another. Guffey & Gayley, the big Pennsylvania operators, have bought 1120 acres in the Big Sespe and have two rigs under way.

W. G. Loomis of the Liberty Oil Company is enthusiastic over the outlook that the development in the Coalinga and Midway fields leads the way to the best high

# WG Loomis Backstory – Selling Fig Acreage

- In 1919, Loomis is operating as “California Fig Gardens” in Stockton, south of Sacramento
- By 1921 he is selling “Clarkadota Fig Plantations” in Stockton.
- Three years later, in 1924, he is selling Kadota Fig Farms at **Paradise Nook** in Chatsworth, with 148 acres in planted figs on Devonshire and DeSoto
- Three years later, in 1927, he is selling 800 acres of planted Kadota figs at **Paradise Square** in Simi Valley on Tapo north of Cochran
- Three years later, in the 1930 census at the age of 59, he is living in the Hollywood Hills.

A Note on Kadota figs:  
they are planted from cuttings,  
and can be producing figs in 2 to 3 years.



1921-05-01 Stockton  
Daily Evening Record



# WG Loomis – Selling Fig Acreage in Chatsworth

## PARADISE NOOK

### AT CHATSWORTH SAN FERNANDO VALLEY

Is a place to buy a country home that is self supporting when handled under my plan. It is on the main highway to San Francisco over the Santa Susanna Pass.

In a frostless belt—sweet peas blooming today.

Where the soil is better than best.

Where the Climate is cool in summer and warm in winter.

The natural home of the figs, avocados and citrus fruits.

Where smudging pots are unknown.

Eighteen miles from Hollywood on paved highways.

In the city limits with city water (cheapest in California) and electricity.

Where the ice man calls and the laundry man stops.

That is the description of Paradise Nook where the Kadota Fig Farms are located. When you buy a fig farm you buy a business of your own. Not less than 72 trees to the acre with an estimated tonnage of six to ten tons per year and at the average price of 100 per pound would mean \$1200.00 to \$2000.00 per acre per year.

Kadota Fig trees planted last year will have a crop this year and a commercial crop when they are three years old. At five years you should have received your entire purchase price from the crops.

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Kadota Fig trees planted last year will have a crop this year and a commercial crop when they are three years old. At five years you should have received your entire purchase price from the crops.

Ample room for chickens and rabbits, pigeons and vegetables between the trees.

Come out and see the demonstration acre. Over one hundred varieties of fruits, vegetables and berries growing on one-acre.

Nothing like it in Southern California.

It is a liberal education to go over this demonstration acre.

First two years cultivation and water, from date of planting, is included in the purchase price.

Acreage is selling for less than any other similarly located acreage and soil in the valley.

When you buy a suburban home or farm see the Kadota Fig Farms first.

**DO YOU KNOW**—That the Kadota Fig is practically a seedless fig, that its skin is transparent when cooked and canned, that it has a phenomenally heavy sugar content, that it is eatable, skin and all?

**DO YOU KNOW**—That these qualities make it the only known good eating and preserving fig grown?

**DO YOU KNOW**—That in the history of the fig production, fruit and tree pests and diseases are unknown?

**DO YOU KNOW**—That the fig tree, so far as can be determined, lives forever?

**DO YOU KNOW**—That the fig tree never fails in giving an abundant crop?

**DO YOU KNOW**—That the Kadota Figs grown on the Kadota Fig Farms at Chatsworth should give you a marketable crop in November and December, when fresh figs will bring high prices as no other fig in the market?

**DO YOU KNOW**—That the eastern markets are making a demand on California for preserved Kadota Figs that cannot be met for years to come?

Fill in the coupon for booklet and make special appointment to go and see the property.

W. G. Loomis, 1220 Sun Bldg. Phone TU. 9040

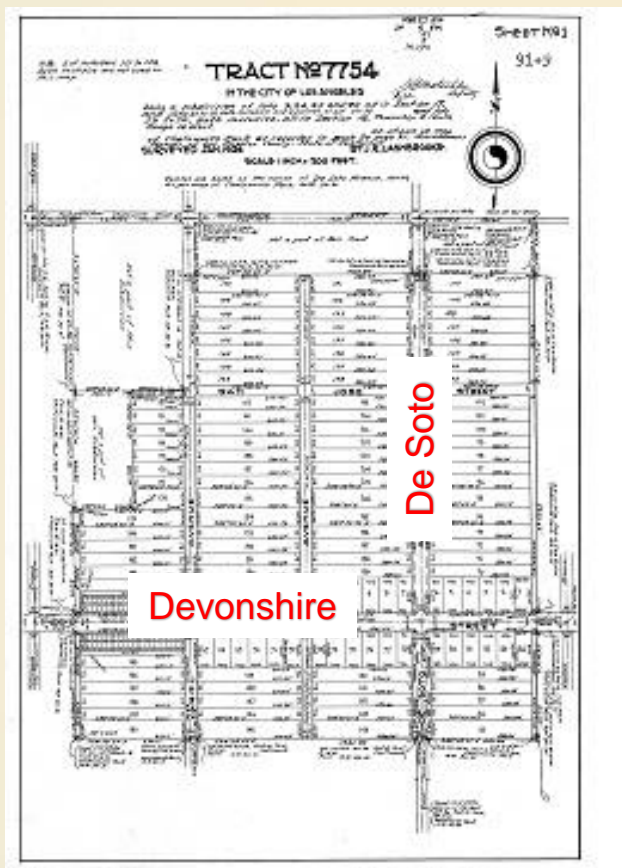
W. G. LOOMIS, 1220 Sun Bldg., Los Angeles, Calif. TUCKER 9040

Without obligation on my part send me booklet descriptive of the Kadota Fig Farms.

1925-02-08 Paradise Nook Chatsworth Kadota Figs LA Times

# Tract Map of the Chatsworth Kadota Fig Farms

- Tract No. 7754 was approved by the City Council in Feb 1924
- 148 acres, bordered by Germain on the north, Oklahoma on the east, Lemarsh on the South, Eton/Milwood/San Jose/Variel on the West



**TEN VALLEY TRACTS APPROVED BY CITY PLANNING COMMISSION**

The ten parcels of San Fernando valley lands which were considered last week by the City Planning Commission as to their adaptability to subdivision lacked but one of being one-third of the total number of tracts which received the attention of the commission.

7754—A new subdivision lying in the vicinity of Devonshire street and DeSoto avenue formally approved on condition that the necessary storm drain easements be granted.

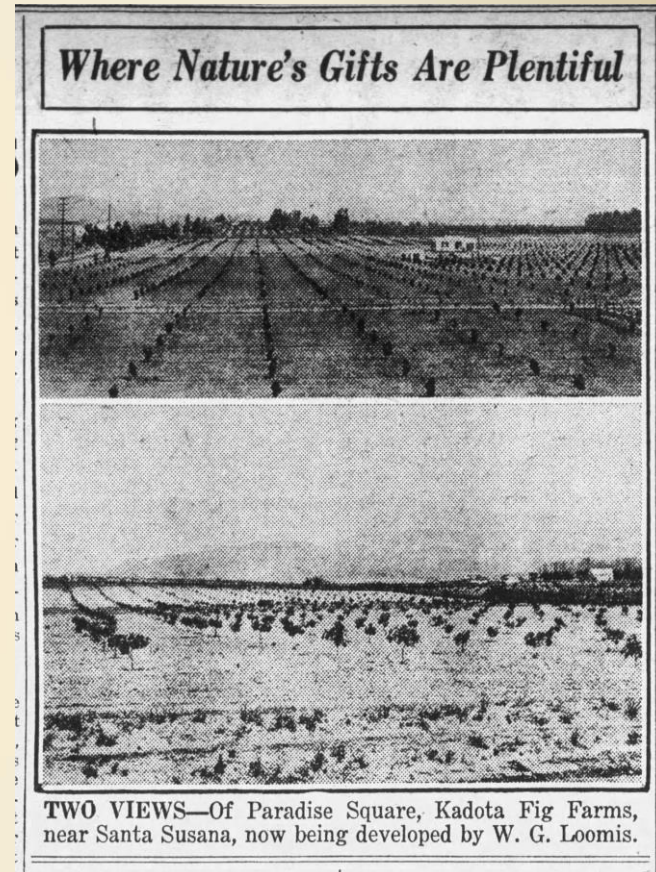
1924-02-19 Van Nuys News



# WG Loomis – Selling Fig Acreage in Simi Valley



1927-06-09 Two views of Paradise Square Simi Valley LA Daily News

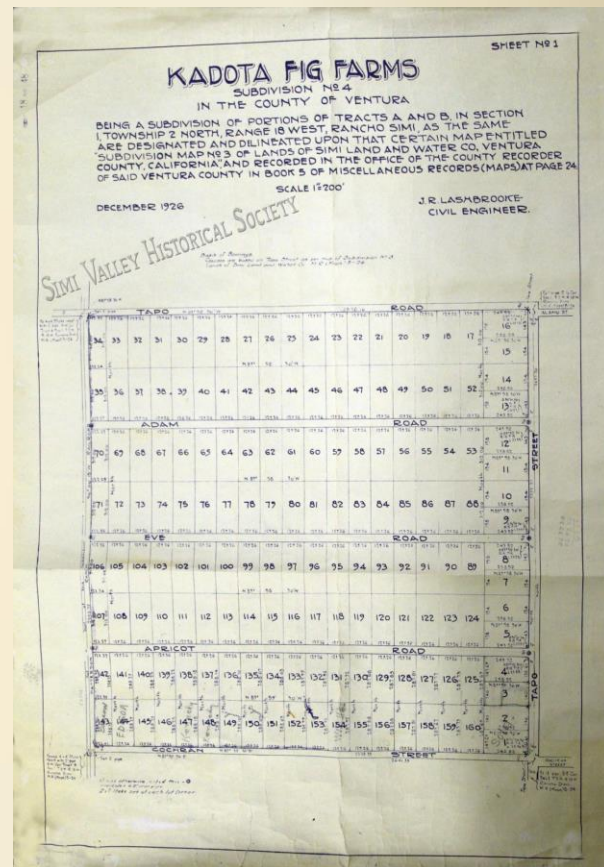


# WG Loomis – Selling Fig Acreage in Simi Valley

- Loomis purchased several hundred acres on both sides of Tapo St. and planted them with figs.
- The land was priced at \$2,800 per acre, an enormous amount at that time.
- To sweeten the deal, buyers were to have a share in a producing oil well at Tapo and Alamo, plus participate in the profits of raising young squabs, a popular menu item of that time.

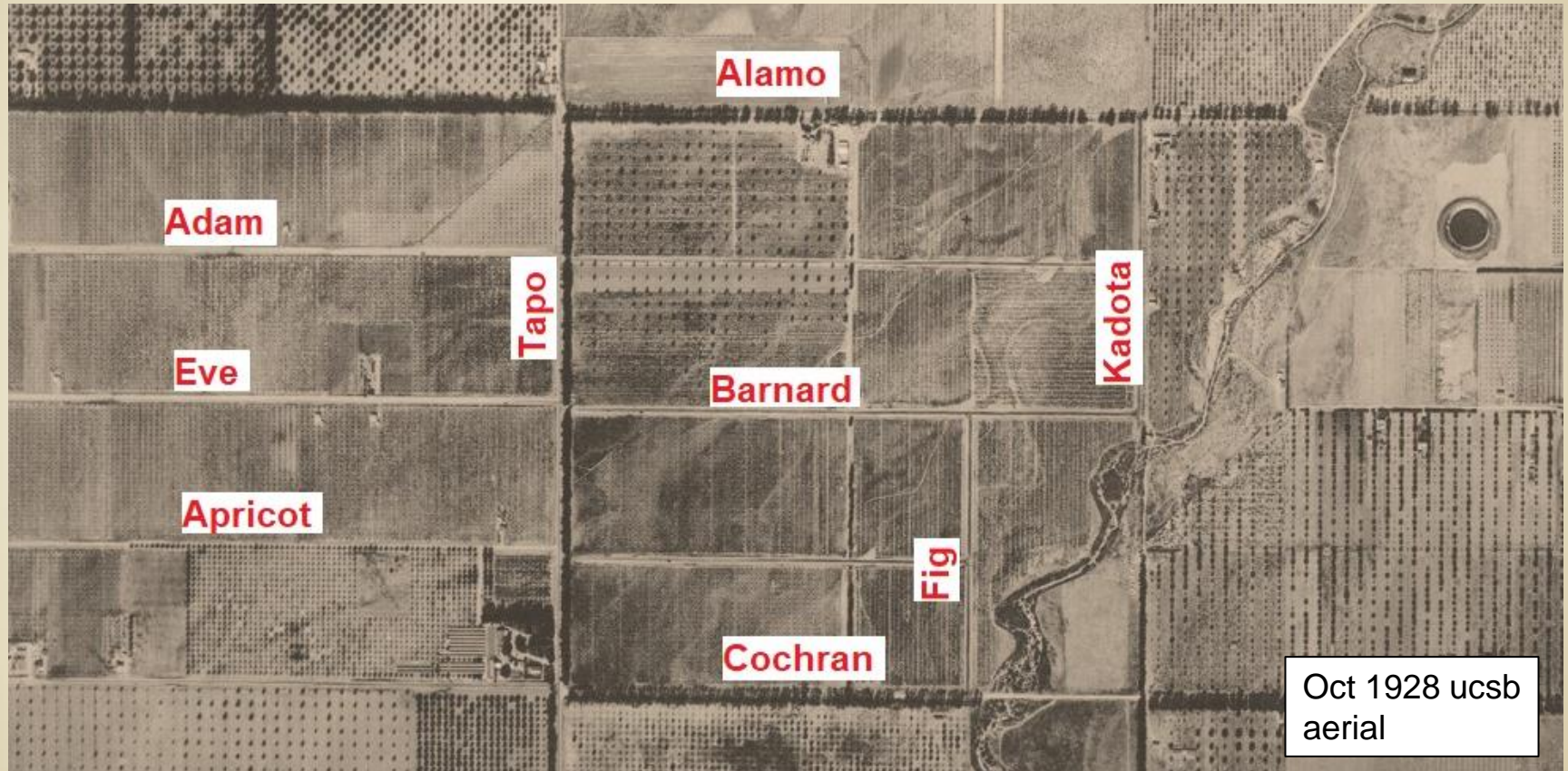
(Source: 1997 Simi Valley Journey Through Time)

Dec 1926 Tract Map from  
Simi Valley Historical Society  
Facebook





# WG Loomis – Selling Fig Acreage in Simi Valley





# WG Loomis – Selling Fig Acreage Simi Valley

- The Santa Susana (in Simi Valley) Kadota Fig Farms were at **Paradise Square**
- The Chatsworth Kadota Lots were at **Paradise Nook**. The article clip far right tells how the Chatsworth figs were planted in the Spring of 1924.

**I HAVE A DATE**  
WITH W. G. LOOMIS FOR  
**SUNDAY, JUNE 12**  
As His Guest for His Fourth Annual  
**KADOTA FIG FESTIVAL**  
TO BE GIVEN AT HIS  
**Paradise Square**



**KADOTA FIG FARMS**  
AT SANTA SUSANA  
IN THE SIMI VALLEY  
VENTURA COUNTY

**SEVEN MILES  
BEYOND  
LOS ANGELES  
CITY LIMITS**

**Free Fig Luncheon**  
**Featuring Fig Dainties**

—processed at the PARADISE NOOK Preserving Plants, at Chatsworth, San Fernando Valley, where W. G. Loomis has accomplished THE MOST OUTSTANDING FIG GARDEN DEVELOPMENT IN ALL CALIFORNIA—THE ONLY BEARING KADOTA FIG ORCHARD SOUTH OF THE TEHACHIPI.

**EVERYBODY WELCOME**  
NO SALES PERMITTED ON DAY OF FESTIVAL

In the Spring of 1924, The Paradise Nook Kadota Fig Farms, at Chatsworth, San Fernando Valley, were planted by W. G. Loomis. The 1926 crop, produced by these Baby Kadota trees, kept TWO Preserving Plants busy filling orders for the Eastern Markets.

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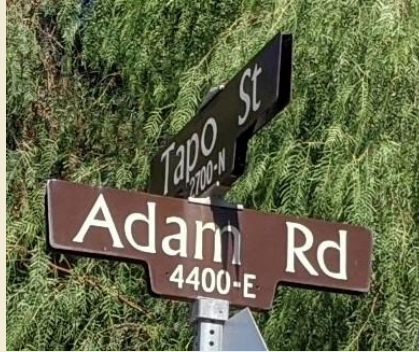
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1927-06-07  
LA Daily News

# WG Loomis – Selling Fig Acreage Simi Valley

The Street signs in 2021...



# WG Loomis – Selling Fig Acreage Simi Valley

'Simi Squab' salt & pepper shakers!

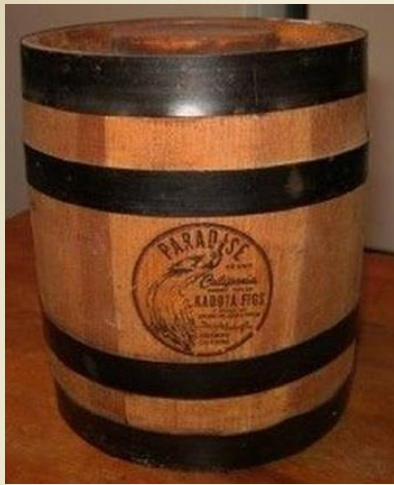
Holding a Recipe card for Simi Squabs...

Buyers of Simi Kadota Fig Farm lots participated in the profits of raising young squabs, a popular menu item of that time.

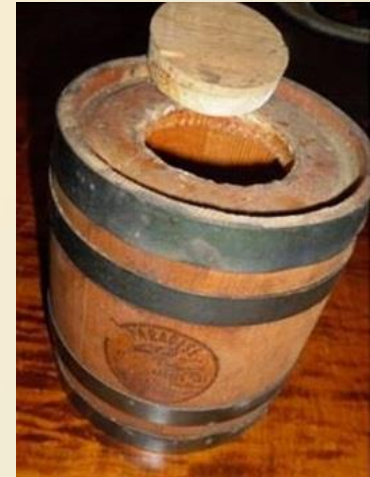
(Source: Simi Valley Historical Society Facebook)







## The Docia A. Conley Story



11/16/2021

Docia Conley, Kadota Figs, Paradise Gift Shoppe

17

# Map of the Chatsworth Kadota Fig Farms

- Tract No. 7754 was approved by the City Council in Feb 1924, **outlined in yellow**
- 148 acres, bordered by Germain on the north, Oklahoma on the east, Lemarsh on the South, Eton/Milwood/ San Jose/Variel on the West
- Notice Chatsworth High School lower right



2020 GoogleEarth aerial

# Map of the Chatsworth Kadota Fig Farms

- Tract No. 7754 was approved by the City Council in Feb 1924, **outlined in Yellow**
- 148 acres, bordered by Germain on the north, Oklahoma on the east, Lemarsh on the South, Eton/Milwood/ San Jose/Variel on the West
- Docia Conley Paradise Gift Shoppe **circled in Red**. Notice it is on the south side of Devonshire

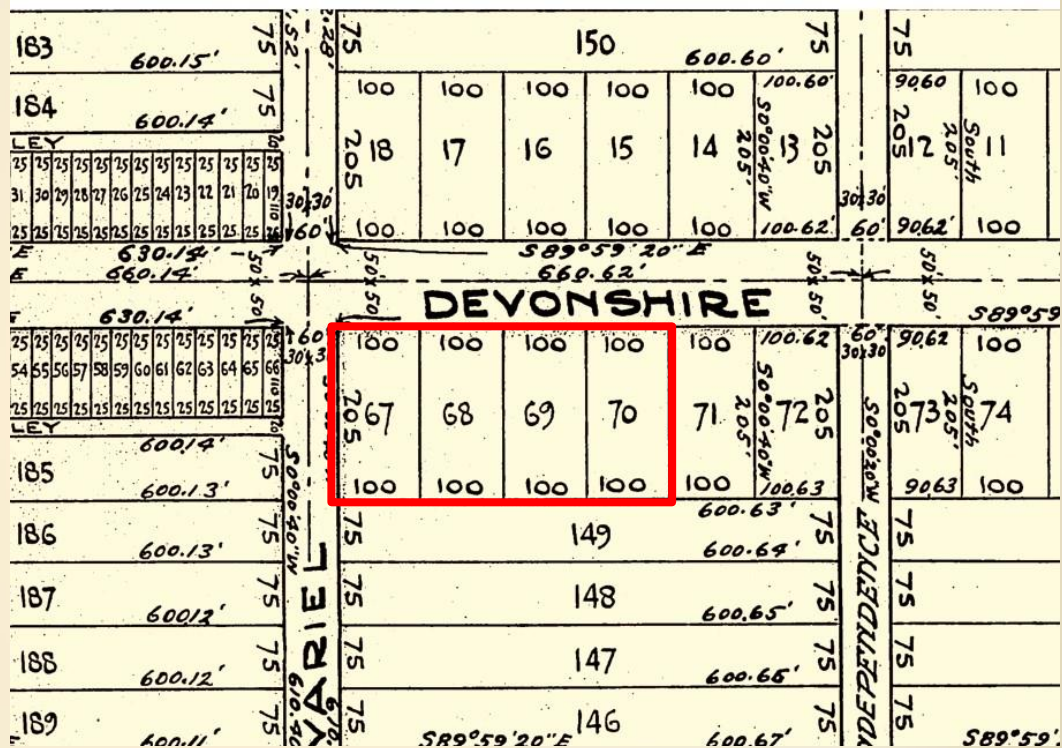
1928 ucsbaerial overlay  
on 2020 GoogleEarth





# Tract Map of the Docia Conley Two Acre Fig Farm

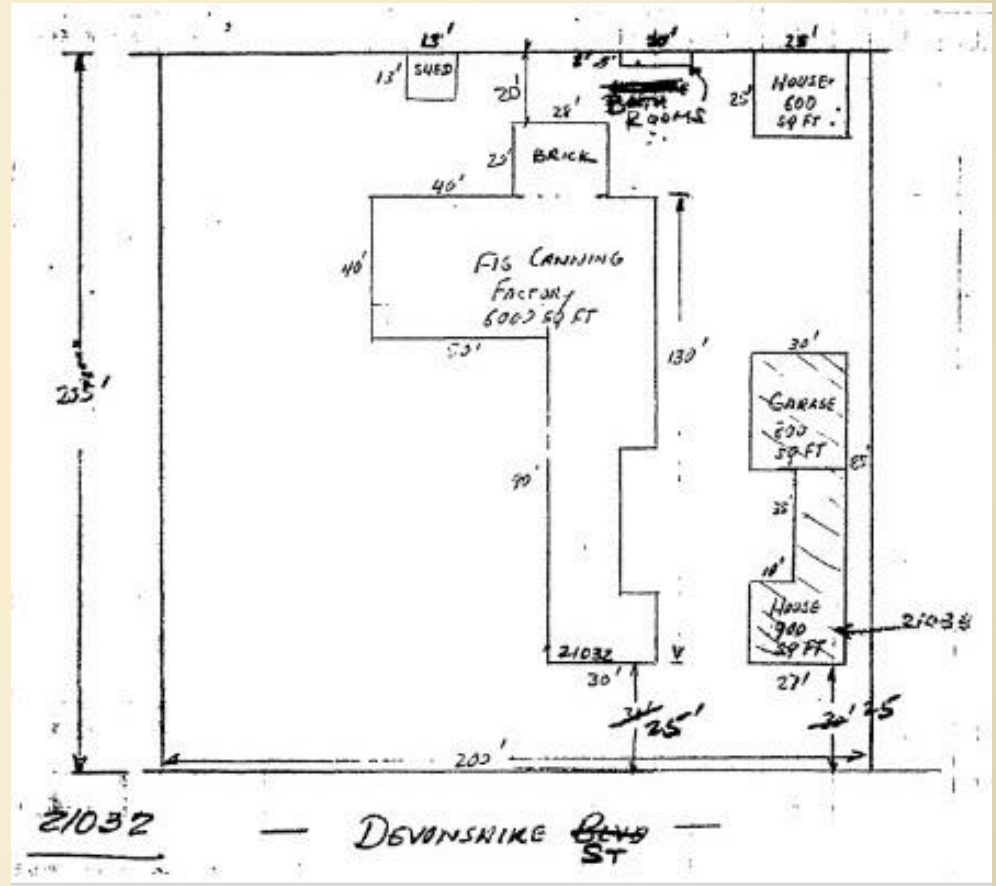
- In 1926, Docia and George Conley bought a 2 acre fig farm, Lots 67, 68, 69 and 70.
- In 1926, Lots 69 and 70 became the Paradise Nook/Gift Shoppe/Fig Cannery, 21032 Devonshire. And Lots 67 and 68 were a one acre fig orchard.
- Lots 69 and 70 today are the Devonshire Center.
- Lots 67 and 68 today are the Chatsworth Library.



Partial View of 1924 Tract Map 7754 Kadota Fig Farms  
 Docia and George Conley 2 acres highlighted in Red

# 1979 Demolition Permit 21032 Devonshire

- The map to the right shows the building layout of Lots 69 and 70.
- A one acre parcel.
- The building on the left was the 21032 Paradise Shoppe (and Tea Room), with the Fig Cannery in back. The Gift Shop was in front, then Packaging and Decorating in the middle.
- The house on the right had an attached garage.
- There was a guest house, bathrooms, and shed in back.



# Paradise Gift Shoppe and Fig Cannery today

Lots 69 and 70 today are the one acre Devonshire Center, with the same address, 21032 Devonshire.



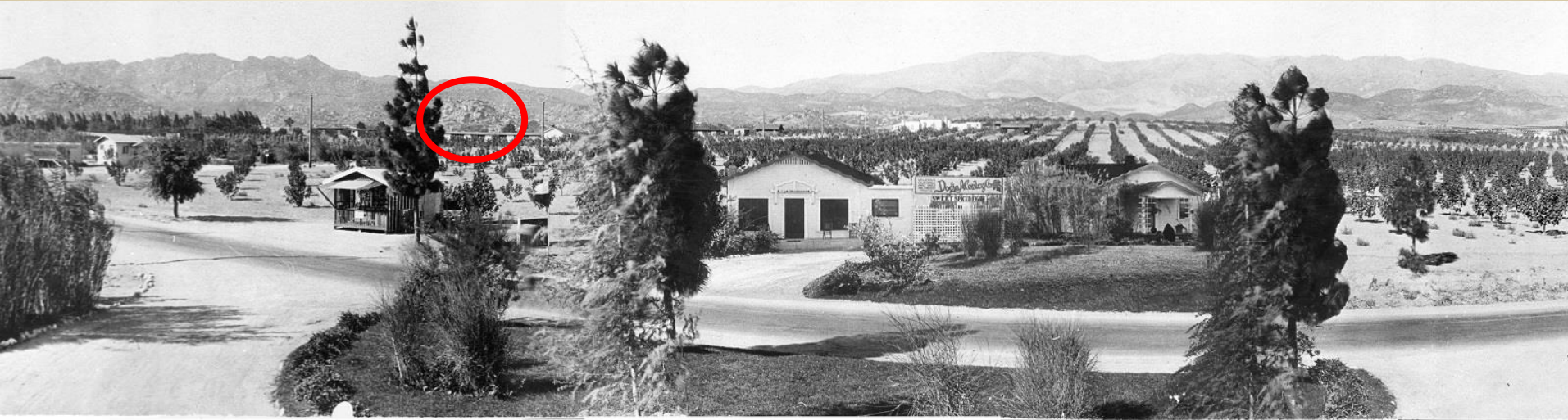


# 1926 Photo of the Chatsworth Kadota Fig Farms



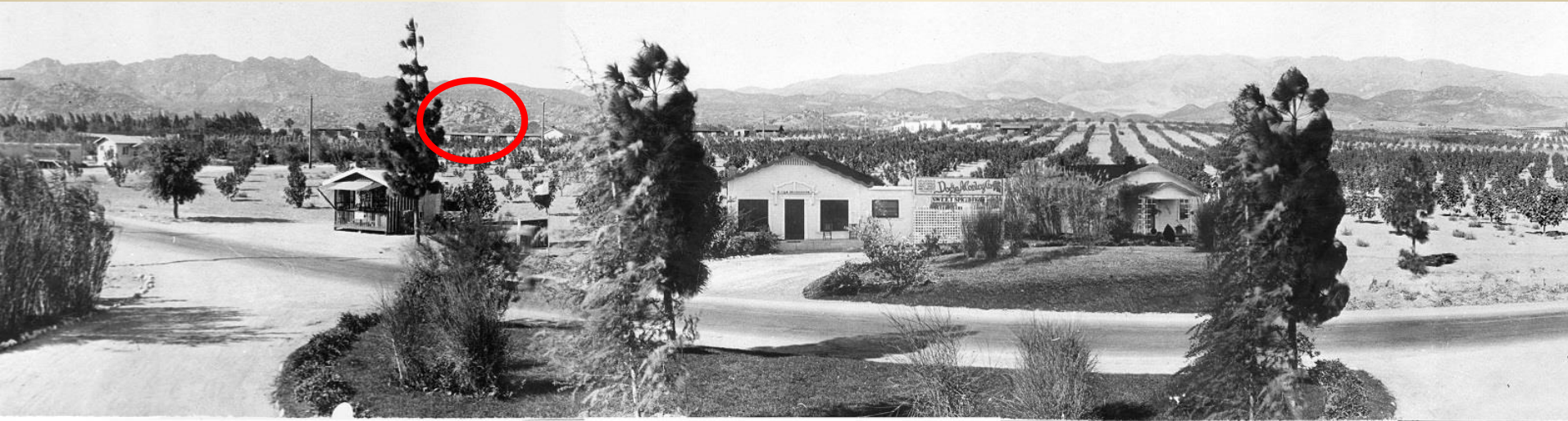
- Leonard Chenard donated the above wide-angle photo of the Chatsworth Kadota Fig Farms to Virginia Watson in 1979.
- It is unique in that the wide angle distorts Devonshire street as “curved”, even though we know it is straight.
- On closer inspection, it is a view north of Devonshire, even though we also know that the Docia A. Conley Paradise Nook was south of Devonshire.
- Stoney Point is circled in red.

# 1926 Photo of the Chatsworth Kadota Fig Farms



- A closer look shows two buildings north of Devonshire, and a Docia A. Conley sign.
- We know that the Conleys purchased 2 acres in 1926. Lots 67-70, 1.88 acres of Tract 7754. But those two acres were south of Devonshire.
- Stoney Point is still circled in red.

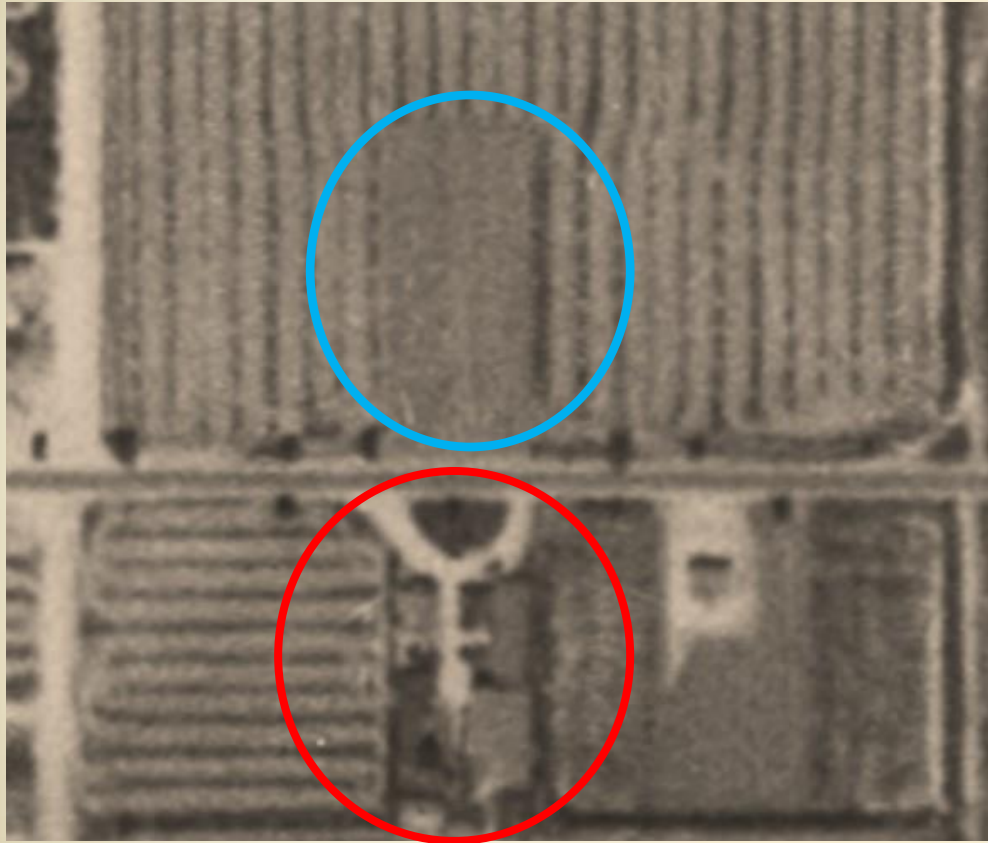
# 1926 Photo of the Chatsworth Kadota Fig Farms



- Our conclusion is that the Conley's took this picture as they built their Gift Shop/Tea Room and Cannery in 1926.
- The photo was taken from the roof of their new building, on the south side of Devonshire. The buildings on the north of Devonshire were from the Loomis promotional efforts, and were soon dismantled as we will see.
- Notice the curved driveway south of Devonshire that became their entrance.



# Map of the Chatsworth Kadota Fig Farms



**1928** ucsbaerial overlay on 2020  
GoogleEarth

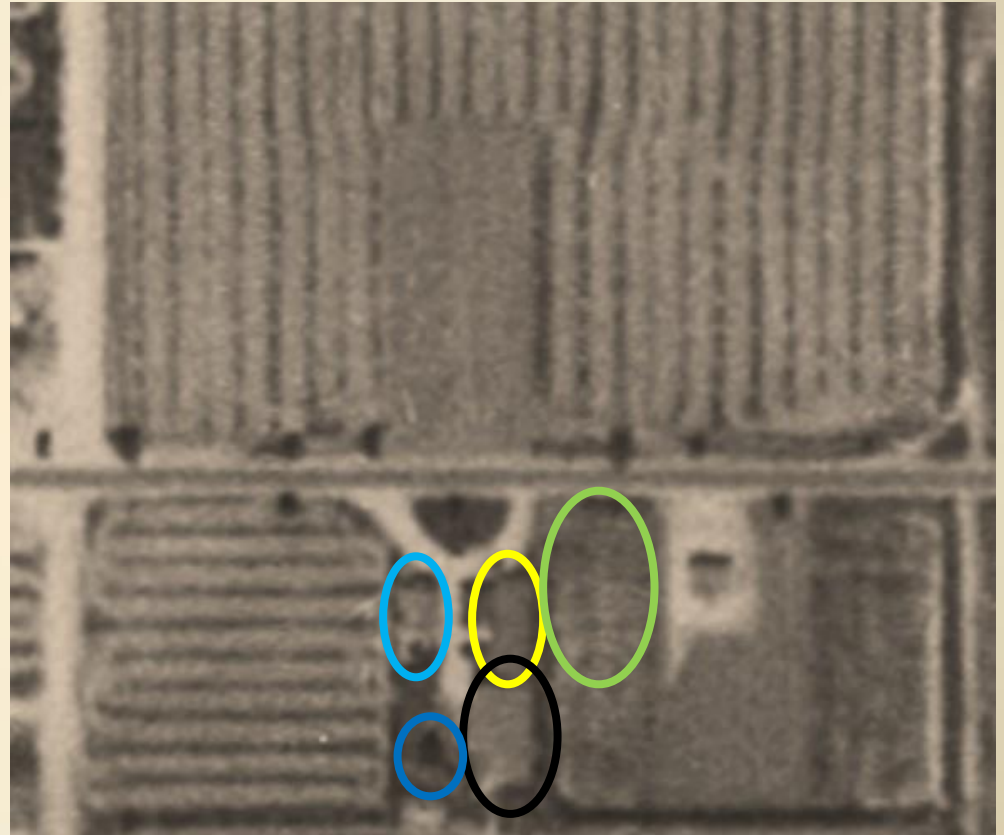
Above: 148 acre Kadota Fig Farms

Left: Docia Conley buildings (in  
red), and the 1926 buildings on the  
north are gone. (in blue)

# 1928 Map of the Docia A. Conley

- A closer aerial look at Paradise Nook in 1928.
- House and garage on the left in blue, second house dark blue
- Gift Shop/Tea Room in yellow
- gardens in green
- Cannery in Black
- The one acre of figs to the left is now the Chatsworth Library.

1928 ucsbaerial



# 1926 Photo of the Chatsworth Kadota Fig Farms



- A closer view shows fig orchards north of Devonshire as far as the eye can see, confirming the previously discussed 148 acre parcel map of the Kadota Fig Farms.



# 1926 Photo of the Chatsworth Kadota Fig Farms



- closer again “Docia A Conley Co, Sweet Spiced Figs, Delicious California Sweet Spiced and Candied Fruits”
- An August 1925 newspaper article discusses a meeting at the Kadota Fig Farms Community Hall (probably the building on the left, that was removed before 1928)

# The Docia A. Conley Story

The early beginnings of the Docia Conley story were captured in the following excerpt from a 1930 LA Times article as follows:

“In 1908 Mr. and Mrs. Conley (ages 34 and 32) were spending a summer on a ranch up in Bouquet Canyon. Mrs. Conley observed the qualities of fruits on the ranch as well as the gooseberries, manzanita berries and elderberries of the mountains that were going to waste.

Now Mrs. Conley had been taught all her life that food should not be allowed to go to waste, so she began to preserve fruit. After filling all the available jars, there was still fruit going to waste, so she offered to preserve for the neighbors if they would furnish the jars and the sugar. At the end of the summer everyone was happy and the fruit had been saved.”



# The Docia A. Conley Story

“The Conleys returned to Los Angeles with more fruit than they could possibly use and decided to sell some of the preserves. This led to requests for more and they returned the following summer to preserve fruits on the mountain ranch.

In a short time they were supplying preserves to tourist hotels where something “different” was in demand. In the meantime Mrs. Conley was experimenting with the fruit to find the best methods to retain flavor, color and freshness and acquiring knowledge about the fruits.”





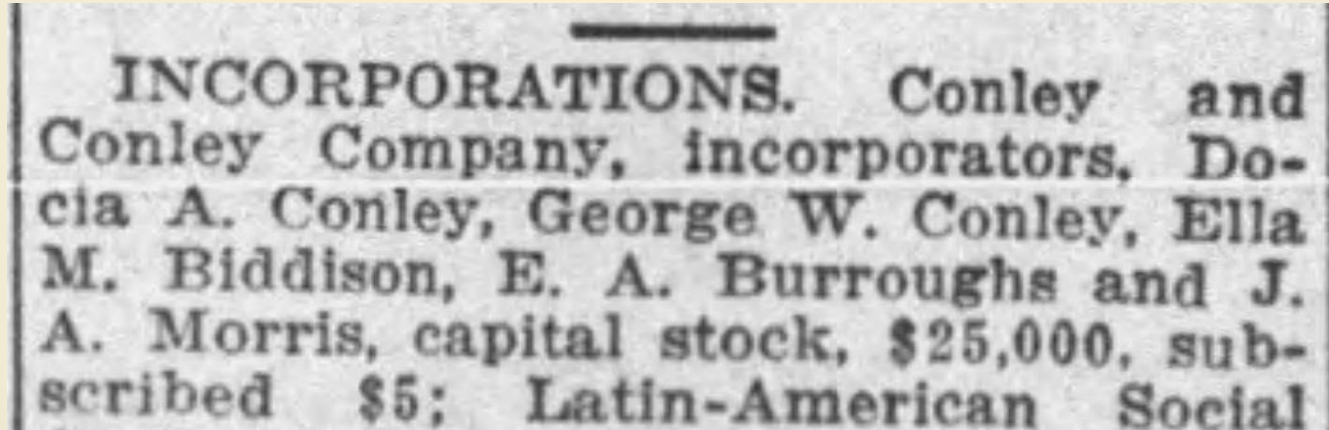
# The Docia A. Conley Story

- 1876 - Docia Ann Biddison is born and raised in Ohio.
- In 1907, Docia (31) marries George Conley (34), and they live in Los Angeles.
- **On October 10, 1911, California became the sixth state where women could vote equally with men, nine years before the 19th Amendment enfranchised women nationally in 1920.**
- In the 1914 Voter Registration, George and Docia have a **preserving business**.



# The Docia A. Conley Story

Docia Conley was first mentioned in newspapers in 1915, announcing the incorporation of Conley and Conley.

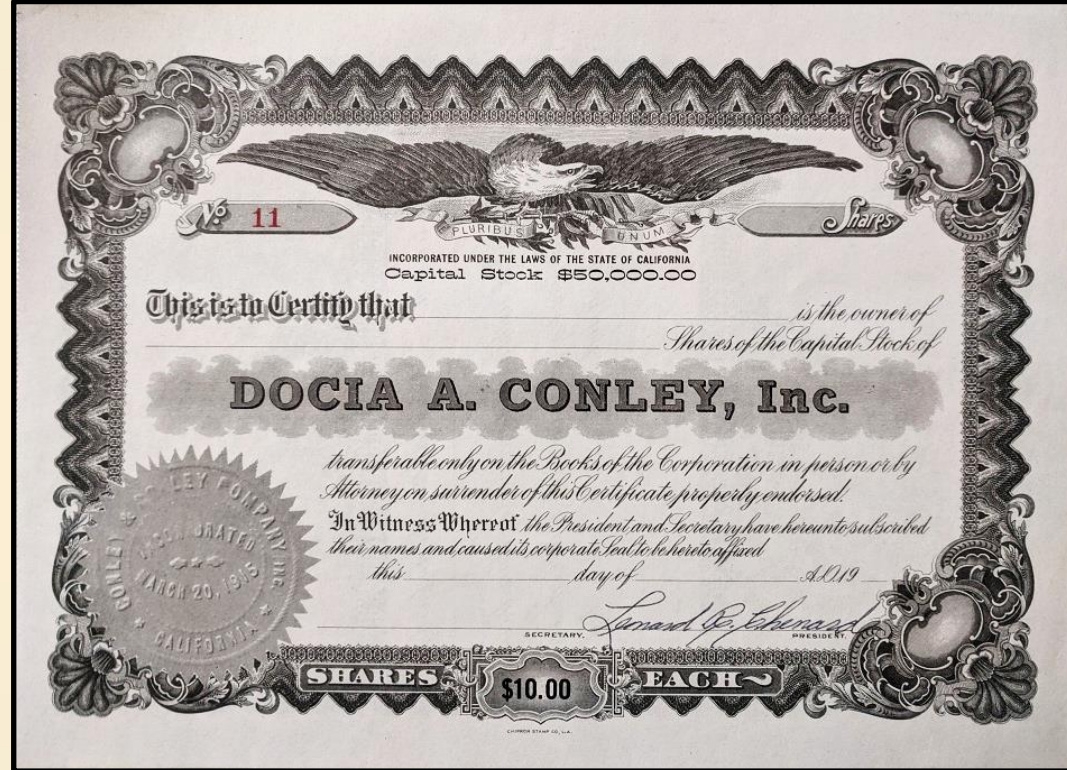


INCORPORATIONS. Conley and  
Conley Company, incorporators, Do-  
cia A. Conley, George W. Conley, Ella  
M. Biddison, E. A. Burroughs and J.  
A. Morris, capital stock, \$25,000, sub-  
scribed \$5; Latin-American Social

1915-03-21 LATimes

# The Docia A. Conley Story


This donated Docia A. Conley Stock Certificate displays the March 20, 1915 Corporate Seal of Conley & Conley Company, Inc.





# The Docia A. Conley Story

Two months later, May 1915, the Highland Park Herald sub-headline reads:  
“Conley and Conley start Fruit Preserving Factory at 5924 Pasadena Ave”



**THE TRUTH** **HIGHLAND PARK HERALD** **FAIRNESS**  
THE NEWS PAPER OF HIGHLAND PARK CALIFORNIA THE SUBURB DELIGHTFUL

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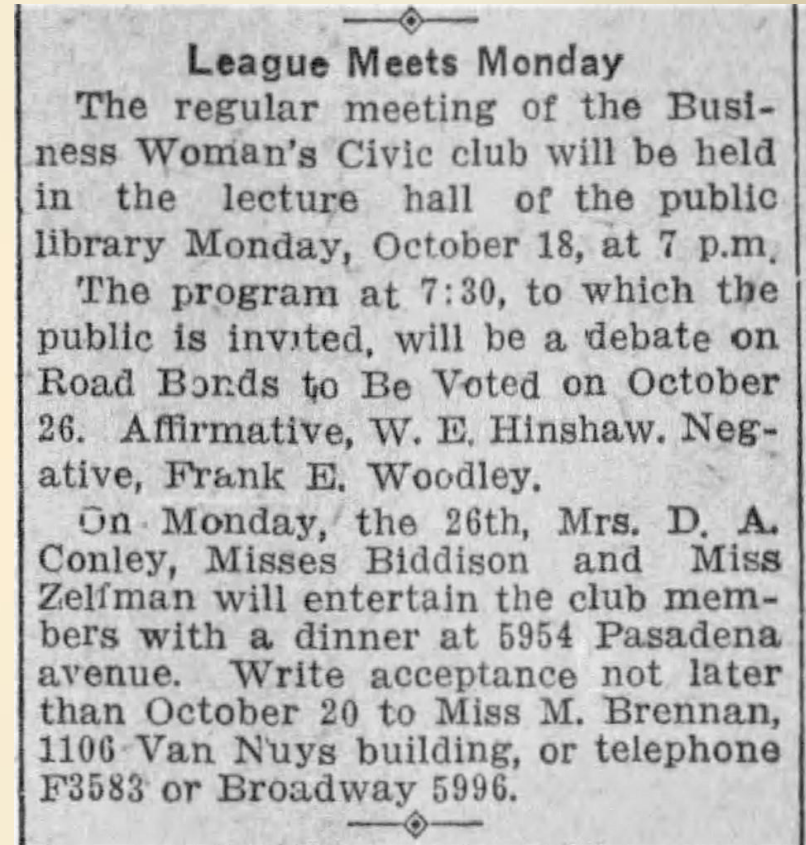
Tenth Year. Number 47. Highland Park (Los Angeles) California, Saturday, May 1, 1915 Subscription Price: \$1.50 Year

<p><b>AID TO WIDOWS, MOTHERS, IS AIM OF WISHARD BILL</b></p> <p>HUMANITARIAN MEASURE BACK- ED BY HIGHLAND PARK MAN IN STATE ASSEMBLY.</p>	<p><b>Ave. 62 School to Enjoy Picnic at Sycamore Grove</b></p> <p>The first annual picnic for the Avenue 62 School is called for Saturday, May 8, at Sycamore Grove. Besides the inducement of the hills, the wading pool, tennis, and "eats," an interesting program of athletic sports is being arranged.</p> <p>In addition to races by the children, it is suggested that some be</p>	<p><b>PROSPERITY HERE EVIDENCED BY NEW BRANCH INDUSTRIES AND BUILDING ACTIVITIES</b></p> <p>CONLEY AND CONLEY START FRUIT PRESERVING FACTORY AT 5924 PASADENA AVENUE; PERFECTION BREAD COMPANY TO LOCATE BRANCH STATION IN HIGHLAND PARK ALSO.</p>	<p><b>Grown-ups Play Childrens Games' At Anniversary</b></p> <p>A very unique and most enjoyable wedding anniversary was tendered Mr. and Mrs. Charles D. Avery Tuesday evening at their apartments on West Avenue 55, when 36 friends and neighbors took them by surprise and it proved to be one of the jolliest social events of the season.</p> <p>The evening's entertainment was</p>	<p><b>P. A. ASS'N TO MEET WEDNESDAY PICNIC PLANNED</b></p> <p>HECTOR ALLIOTT TO LECTURE ON "EDUCATION AND THE SOUTHWEST MUSEUM."</p> <p>The Parent Teachers Association</p>
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# The Docia A. Conley Story

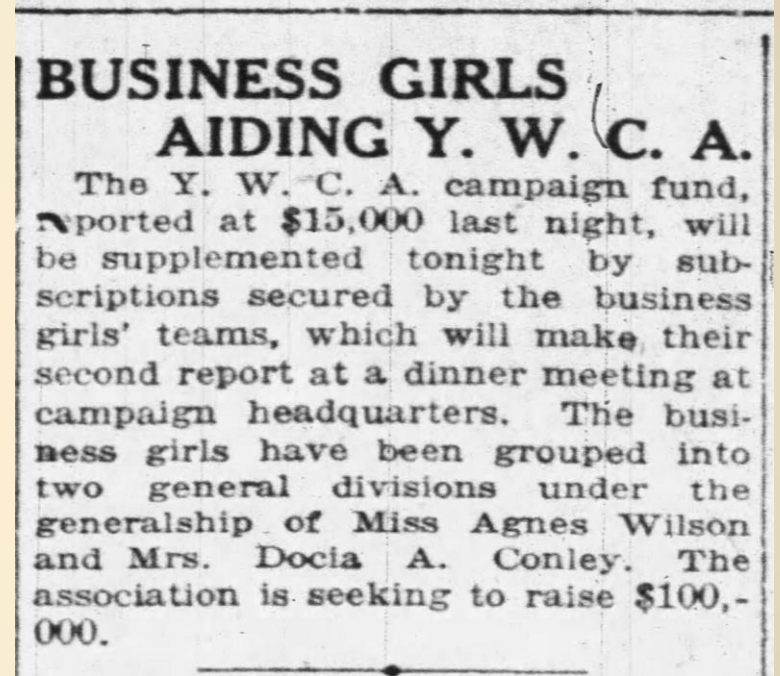
- In October 1915, Docia Conley is a member of the **Business Womens Civic Club**, meeting in the Public Library.
- The article mentions that in two weeks Docia and her sister will host a dinner at 5954 Pasadena Ave., (next to their new fruit preserving factory at 5924 Pasadena Ave. in Highland Park).

1915-10-15 Los Angeles Express



# The Docia A. Conley Story

- Docia is active in the community as a professional Business Women.
- In 1921 Docia Conley helps organize a fundraising drive for the Y.W.C.A.



1921-05-25 Los Angeles Record



# The Docia A. Conley Story

- A 1921 article in “The Independent Woman” magazine tells a similar story of Docia Conley’s determination and business sense as she grew the business from a four burner gas range in her home, to an eleven by 20 foot work room with five gas plates installed.
- All of a sudden, she received an order from a large retail grocery firm for 23,000 glasses of jelly.
- As fast as she could make the money, the Highland Park factory was enlarged until at last she could handle a growing business from the East Coast.

May 1921 The Independent  
Woman magazine



# The Docia A. Conley Story

- In 1922, The California Federation of Business and Professional Women's Clubs names Docia A. Conley as a Board Member

## BUSINESS AND PROFESSIONAL WOMEN FORM STRONG STATE ORGANIZATION; NAME BOARD

(By United Press Leased Wire)

Sacramento, Feb. 26.—The California Federation of Business and Professional Women's Clubs has incorporated, according to Secretary of State Frank C. Jordan.

The federation has as its purpose the promotion of the common interests of business and professional women and is one of the strongest organizations of its type in the state.

The board of directors is composed of 31 women, among them some of the most outstanding representatives of their sex in public life.

The directorate follows:

Susan T. Smith and Mabel Gillis, Sacramento; August L. Fraser and

Gladys M. Morgan, San Diego; Jane C. Humphreys, Lloy Galpin, Caroline Kellogg, Alice Quill, Docia A. Conley, Lulu E. Eckles, Barbara Greenwood, Mabel C. Lineman, Ethel C. Masters, Ruth Mount, Mabel Thurston, Jessie Skewes and Maude Milde, Los Angeles; Gail Laughlin, Clotilde Grunsky, Jennie L. Hoyle, Zulu Clements and Caroline Nunlist San Francisco; Lula Boyd Stephens, Winifred M. Hausan and F. Josephine Stevenson, Pasadena; Josephine Hogan and Minerva Goodman, Stockton; Jessie Eckles and Gladys Barndollar, Oakland; Rita Sillers, Chico; Gertrude R. Cravath, Bakersfield.

1922-02-26 The Hanford CA Sentinel

# The Docia A. Conley Story

In 1924, Docia A. Conley  
is advertising  
**Sweet Spiced Fruits**  
in Highland Park

***“Send a Box to Mother”***

One of the most appropriate gifts for mother on “Mothers’ Day” or for wife, sister, or sweetheart, is a box of

**Docia A. Conley’s California Conserves  
Candied Fruits—Sweet Spiced Fruits**

Nothing more delicious—Nothing more pure.  
Price of Candied Fruits

1-lb. boxes .....	\$1.35	2-lb. boxes .....	\$2.50
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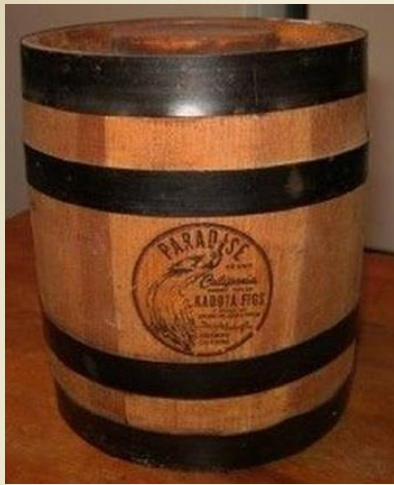
Delivered at your Home.

Phone  
GARfield  
5283

**DOCIA A. CONLEY**  
5732 Meridian Street  
Highland Park

1924-04-29 The Highland Park Herald





## Docia A. Conley Moves to Chatsworth



11/16/2021

Docia Conley, Kadota Figs, Paradise Gift Shoppe

41

# Kadota Fig Farms and Docia A. Conley

- Jan 1926 – The Docia A. Conley Company buys a 2 acre fig farm, and will erect a \$10,000 preserving plant at the Kadota Fig Farms.

## Pictures Tell of Growth Of Kadota Fig Trees

The above pictures show the wonderful growth of fig trees in the San Fernando Valley. The north side of the valley, with its even temperature and the fact that it is frostless, makes it one of the most ideal places in the state of California to raise Kadota figs.

The picture showing the little switch that was planted on the Kadota Fig Farms in 1923 gave a growth higher than a man's head. Picture No. 2 shows the same tree pruned back with five substantial limbs left on same. This will give an idea of the increase in foliage, which means increase in crop, because you get a fig at every leaf.

The next picture shows the same tree with the foliage on it in 1925, when it was a year and a half old, and the last picture will give you a comparison of the wood from the time it was planted until it was two years old. It will be noted that there were 10 limbs or prongs left on this tree when it was pruned, which will give a tremendous bearing space for next year's crop, as branches will sprout from each limb. In other words, at the time it was planted there was only one trunk for the branches to spring from; the next year there were five branches and this year there will be 10 branches for new wood to come out and bear the crop on the two-year-old trees.

Saturday, January 23, the purchasers of the Kadota Fig Farms formed the San Fernando Valley Kadota Fig Association with the idea of taking in any other Kadota fig growers in the valley and arranging for the sale of their future crops. Next year's crop at the Kadota Fig Farms will be taken care of by two preserving plants. The first unit of Wendell Houghton's plant, known as the Figlota Company, will be in-

creased in size to take care of a much larger output. The Docia A. Conley Company will erect a \$10,000 preserving plant at the Kadota Fig Farms. The Conleys are purveyors of sweet spiced figs to all people of discriminating taste.

## REALTY BANQUET PLANS COMPLETE

All arrangements are reported completed for the annual banquet of the Los Angeles Realty Board in the ballroom of the Biltmore Hotel next Saturday evening.

Regardless of the fact that the board of governors decided that the event this year should be strictly a "stag" affair, the reservations indicate, it is stated, a record attendance.

On this occasion, Past President C. C. C. Tatum formally will relinquish his office to President-elect George H. Coffin Jr. John L. McNabb, San Francisco attorney and greater of note, will be the principal speaker. One of the features will be the five-minute home-town talk contest for the Gilbert S. Wright silver trophy, and another the awarding of the realty board's service watch to the Angeleno who is considered to have been of greatest service to Los Angeles during the past year.

Fred Latimer, chairman of the arrangement committee, completed his program work by appointing a reception committee consisting of 24 members of the board.

THURSDAY, JAN. 23, 1926 ILLUSTRATED DAILY NEWS 9

## REAL ESTATE

ACTIVITY-PROGRESS-SUB-DIVISIONS SECTION BUILDING-FINANCING-FARMING

### FONTANA GROWERS PAY \$50,000 FOR PACKING PLANT

Purchase of the building and grounds of the Fontana Packing Plant from the Fontana Farms Company at a consideration of \$50,000 was announced yesterday by officials.

### CAHUENGA PASS AID TO INDEPENDENCE ACRES

Diana Fontana is a fickle person, but she appears to have chosen Independence Acres as one of her favorite spots in this land of good fortune, declares Mr. Gillette, sales manager at Independence Acres. He also states that the opening of the new Cahuenga Pass road has removed all former competition on Ventura Boulevard. Numerous people have found, and are desiring, out-

### Pictures Tell of Growth Of Kadota Fig Trees

The above pictures show the wonderful growth of fig trees in the San Fernando Valley. The north side of the valley, with its even temperature and the fact that it is frostless, makes it one of the most ideal places in the state of California to raise Kadota figs.

1926-01-28 LA Daily News



# Kadota Fig Farms products by Docia A. Conley

- Jan 1927 - The **1926 crop** of Kadota Fig Farms at Paradise Nook directed its distribution to the Chicago and New York Markets.
- One of the outputs of the Paradise Nook canneries is a **five pound keg of spiced figs, 2,000** of which were sent to eastern markets
- Another package from Paradise Nook is the “wee jar” designed for individual service.
- The **jar contains 3 figs, 40,000** of which were taken by buyers for the transcontinental railway lines dining car service.
- All from Kadota trees not yet three years old



1927-01-13 Los Angeles Daily News

## FIGS GAIN FAME FOR KADOTA FARM TRACTS IN EASTERN MARKETS

The Kadota Fig farms at Paradise Nook, in the Chatsworth-San Fernando valley section of greater Los Angeles, are not merely suburban home places, but, according to William George Loomis, a business activity and an assurance of a life income.

In proof of this statement, Loomis points to the 1926 records of the canning and preserving plants of the tract that, last year, processed the fig crop of Paradise Nook and directed its distribution on the Chicago and New York markets.

Amplifying his claims for his Paradise Nook Kadota fig gardens, Loomis states:

“One of the outputs of the Paradise Nook canneries is an attractive five-pound keg of spiced figs, 2000 of which were this season absorbed in eastern markets. Another package that features this Paradise Nook pack is a wee jar, designed for individual service. This jar contains three figs, 40,000 of which were taken by buyers for the transcontinental railway lines' dining car service. Just two of the several items featuring the output of these plants. All from Kadota trees not yet three years old.”



# The Los Angeles Fig Cannery in Chatsworth

- Nov 1928 – The Los Angeles Fig Cannery in Chatsworth prepares 75 tons of figs in 38 days.
- 40 people were employed in operating the plant which is operated entirely by electricity, steam being used in cooking.
- Julius Fried is president of the Los Angeles Fig Cannery in Chatsworth.

1928-11-02 LA Fig Cannery Chatsworth  
The Van Nuys News

## FIG CANNERY CLOSES RUN FOR THIS YEAR

### Seventy-Five Tons Are Prepared for Shipment

The Los Angeles Fig Cannery, Chatsworth, has just completed its annual run on figs, having prepared 75 ton of figs for the market in 38 days. Forty people were employed in operating the plant which is operated entirely by electricity, steam being used in cooking.

The next few weeks are to be devoted to re-processing a large quantity of figs into candy and various other uses.

Julius Fried is president of the Los Angeles Fig Cannery, Inc., while Thomas Moore is vice president and Mrs. A. E. Hughes is assistant manager and treasurer.

# Docia A. Conley, a member of the San Fernando Valley Music Association

- Docia Conley continues to be active in the community.
- 1929 – Docia is an officer of the San Fernando Valley Music Association, representing Chatsworth
- A recent music festival was held at Brand Park opposite the San Fernando Mission, which several thousand attended.

1929-06-01 LATimes

## *Music Society Names Officers*

VAN NUYS, May 31.—The San Fernando Valley Music Association re-elected Mrs. Fred A. Kellogg of Van Nuys president at its annual business meeting. Mrs. Charles Steere was named first vice-president and Miss Grace Rankin, secretary.

Other officers are Mrs. Frank C. Alvos, Reseda, treasurer, and Mrs. G. Walter Monroe, Owensmouth, auditor. Vice-presidents to represent the various communities in the valley are Mrs. F. A. Orton, Owensmouth; Mrs. R. M. Albright, Van Nuys; Mrs. Charles Weeks, Weeks Community; Mrs. Maynard Rosenberger, Tarzana; Mrs. Docia A. Conley, Chatsworth; Mrs. Franz Borchard, Zelzah, and Mrs. J. B. Mather, Sepulveda.

Reports were read of the recent music festival given by the association at Brand Park opposite the San Fernando Mission, which several thousand attended. W. E. Bechtelheimer of Owensmouth was manager of the large affair. A vote of thanks was given to him and Mrs. Bechtelheimer.

# The Docia A. Conley Story

Now to continue, that Original Story from the 1930 LA Times article: “**In Chatsworth**, she next converted part of the plant into a demonstration room and next to this room she planned a garden.

Here a winding path of red brick leads through the lawn of the garden past a clump of native willows; cottonwoods and sycamores that shade a tiny pool filled with water lilies. Along the garden edges there are plantings of roses and on one side a grape arbor forms a background for a planting of scarlet sage.

Fruit trees, including kumquats, apricots, avocados, tangerines and loquats, are placed in the background. At the back of the garden there is a large pen, well shaded, containing a number of golden pheasants.

A cage of love birds, a parrot, a peacock and two roller canaries add color and interest to this charming little spot. There is also a little lath house filled with various flowering plants and shrubs in pots. These potted plants are moved to the garden when they are in blossom, to be replaced in turn by others. This makes possible a variety of color schemes for the garden throughout the year.”



# The Paradise Tea Room

- In 1928 The Van Nuys News advertises the Paradise Tea Room Dinner for \$1.00.
- This includes a menu of Paradise Salad, Stuffed Celery, Fried Chicken – Country Style, Fried New Zealand Rabbit, New Potatoes in Browned Parsley, Hot Biscuits, and Docia A. Conley's Sweet Spiced Figs.
- Desserts include Fig Soufflé, cake and pies.
- Note: Special luncheons are available on week days for 35 cents.

1928-05-25 The  
Van Nuys News

**PARADISE  
TEA ROOM  
Dinner \$1.00**

**Menu**

Paradise Salad    Stuffed Celery  
Fried Chicken, Country Style  
Fried New Zealand Rabbit  
New Potatoes in Browned Parsley  
Hot Biscuits  
Docia A. Conley's  
Sweet Spiced Figs

**DESSERTS**

Fig Souffle    Cake    Pies

**FROZEN SPECIALS**

Special Luncheons 35c week days  
"Located at Paradise Nook"  
Phone Owensmouth 48  
21032 Devonshire, Chatsworth

# The Paradise Tea Room

- In 1932, as Los Angeles hosted the Olympic Games, buses were provided by the hosting committee to transport visitors to the San Fernando Valley.
- The first stop was the San Fernando Mission, and following this, an early California luncheon was served on the patio of the Docia Conley Tea Room in Chatsworth.
- This was followed by a large reception and entertainment program at Rancho Sombra del Roble, estate of Mr. and Mrs. W.W. Orcutt near Chatsworth Lake.

Crop from  
1932-08-04 The  
Van Nuys News

At Mission San Fernando in the west-end of the Valley, the historic adobe structure erected in 1797, the visitors were first welcomed by club women in costume. In picturesque Memory Gardens musicians entertained and señoritas served iced drinks. The noon hour bells were the signal for the visitors to adjourn to Paradise Inn, Chatsworth, where they were greeted by Docia Conley in her beautiful patio tea room and served a California luncheon.

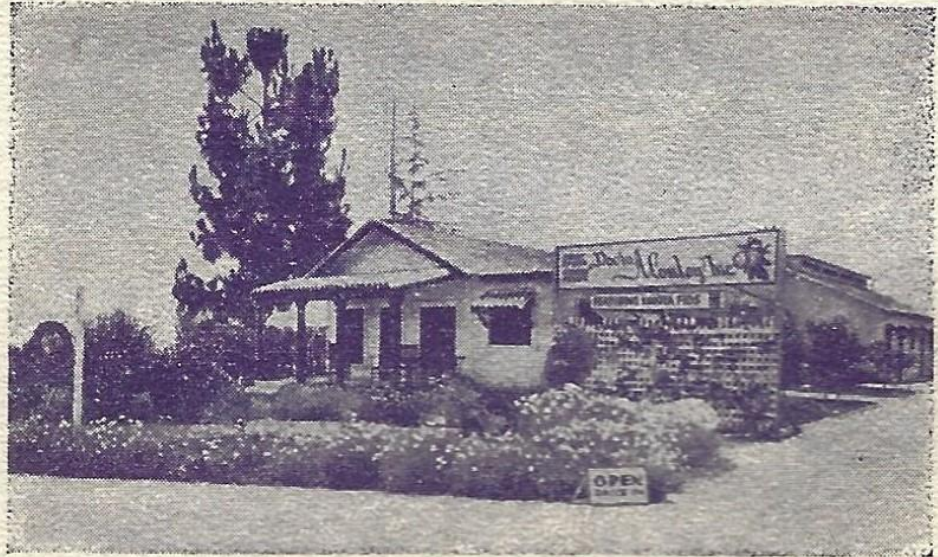
From two until four o'clock this afternoon, Mr. and Mrs. William Warren Orcutt held open house at their Rancho Sombra del Roble.

# 1930/40's Brochure Booklet

- A 3½ by 6 inch, 12 page brochure booklet listed Gifts that could be purchased at the Paradise Shoppe”.
- The brochure was probably included with all shipments.

*WE GREET YOU!*

*“Paradise Nook”*

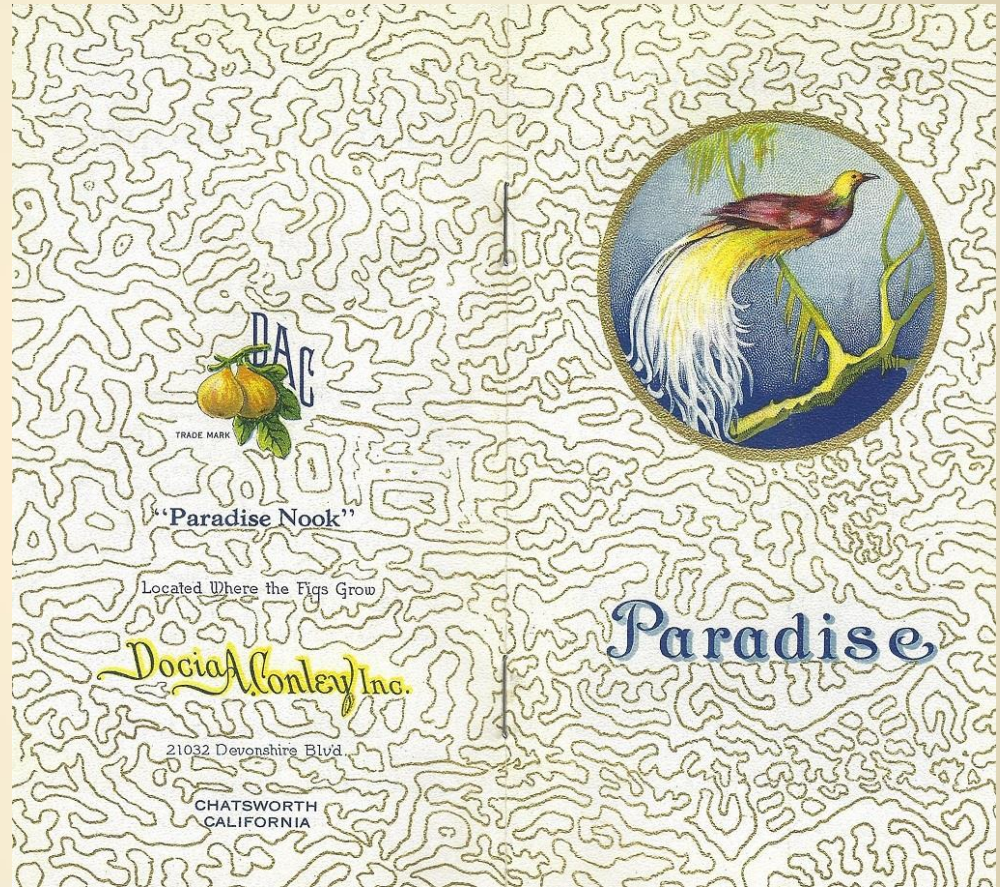
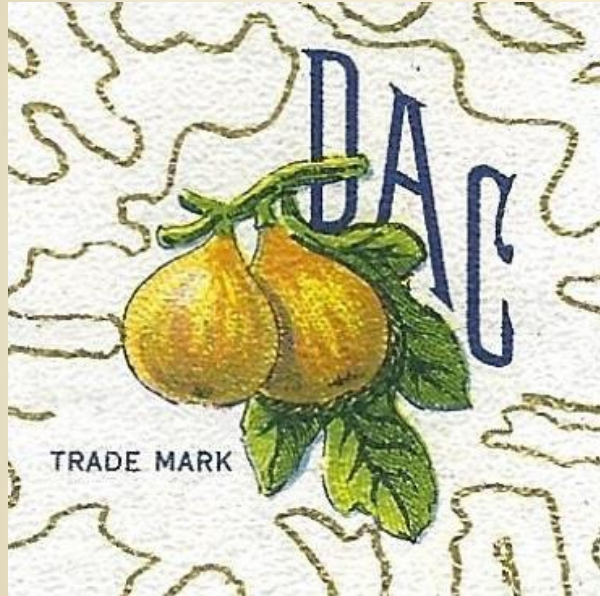


*Located where the Figs grow*



# 1930/40's Brochure Booklet

- Outside pages



# 1930/40's Brochure Booklet

- The first pages include a greeting to their many friends
- Gifts of 5 or 10lb kegs of Sweet Spiced Kadota Figs
- Rare delicacies of Assorted fruits

*To Our Many Friends!*

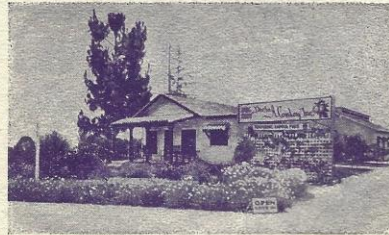
We want to acquaint you with a bit of choice news.

Here at "Paradise Nook", nestled in the foothills of the Chatsworth Mountains, grow the famous KADOTA FIGS, prepared for you in most delectable ways.

"PARADISE SHOPPE"  
features most unusual Gift Packages.

**WE GREET YOU!**

"Paradise Nook"



*Located where the Figs grow*

*Gifts for the Family*

SWEET SPICED KADOTA FIGS

*Gift No. 1*  
5 lb. keg  
\$3.50



*The Gift everyone enjoys*

*Gift No. 2*  
10 lb. Keg  
\$5.00

*Shipped Prepaid anywhere in U. S. A.*

*Gift No. 3*

RARE DELICACIES MADE IN OUR PLANT

*6 Jars Assorted Fruits—*

Sweet Spiced Kadota Figs  
Sweet Spiced Watermelon  
Orange Marmalade  
Grapefruit Marmalade  
Guava Jelly—Fig Jam

IT WILL BE VERY ACCEPTABLE

*Price Prepaid, \$2.00*

*Gift No. 4*

*Practical Box, contains 6 Jars, 1 lb. 6 oz.—*

Sweet Spiced Kadota Figs  
Sweet Spiced Watermelon  
Sweet Spiced Grapefruit Strips  
Sweet Spiced Pineapple Strips  
Sweet Spiced Cherries  
Orange Marmalade

*Price Prepaid, \$5.50*



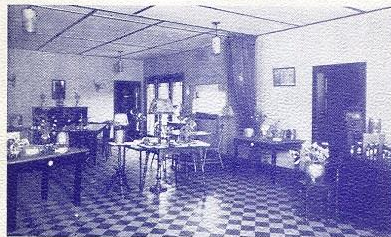
*"It's the Taste That Tells"*



# 1930/40's Brochure Booklet

- BASKET FIG PRODUCT – A well made basket packed with
  - Sweet Spice Kadota Figs
  - Kadota Fig Jam
  - Candied Figs
  - Candied Figs (Stuffed)
  - Fig Pudding
  - Fig Cookies

*Interior Paradise Shoppe*



## *Paradise Gift No. 49*

BASKET FIG PRODUCT—A well made basket which will be useful after the contents are eaten; packed with, Sweet Spiced Kadota Figs, Kadota Fig Jam, Candied Figs, Candied Figs (Stuffed), Fig Pudding, Fig Cookies.

EACH PACKAGE WRAPPED SO AS TO GIVE IT INDIVIDUALITY, BUT ALL NESTED IN A BASKET.

49A.....\$4.50

49B.....\$6.00

*Price Prepaid*

## *Paradise Gift No. 6*

*Paradise Box containing—*

Sweet Spiced Kadota Figs  
Jar Sweet Spiced Watermelon  
Jar Guava Jelly—Jar Orange Marmalade  
Jar Sweet Spiced Cherries  
Jar Luncheon Pickles

*Box Assorted Candied Fruits—*

Box Candied Grapefruit Peel  
Box Stuffed Figs—Carton of Walnuts

No. 6A.....\$ 8.50

No. 6B.....\$11.50

No. 6C.....\$15.00

*Price Prepaid*

## *Gift No. 8*

*Fancy Basket containing—*

3 lb. Jar Sweet Spiced Kadota Figs  
6 oz. Jar Sweet Spiced Watermelon  
6 oz. Jar Guava Jelly  
6 oz. Jar Orange Marmalade  
6 oz. Jar Fig Jam

4 Packages Candied Fruits each in Fancy Package finished with cellophane and trim.

*Price Prepaid, \$7.50*

## *Gift No. 9*

*Attractive Bird Box containing—*

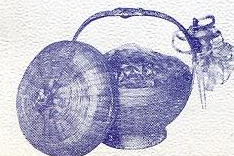
Jar of Sweet Spiced Kadota Figs  
Assorted Candied Fruits with Sweetmeat Fork

*Price Prepaid, \$2.00*

## *Paradise Gift No. 10*

Candied Grapefruit Cup filled with Assorted Candied Fruits, made in our own plant, in Imported Lantern Basket—orchid, blue and gold, tied in cellophane and ribbon, with sweetmeat fork.

*Most Unusual*




*Price Prepaid*  
\$2.50



# 1930/40's Brochure Booklet

- Gift No. 44
- Imported Teapot and 6 cups, on an Imported Split Bamboo Garden Tray
- Tea bags, tea biscuits, fig cookies, candied fruits, napkins
- Everything to serve an afternoon tea in your garden, which is so much in vogue....

*Gift No. 40*  
*Ebony Rose Bowl—*  
 Filled with individual packages of Candied Orange Peel, Candied Grapefruit Peel, Candied Figs, Stuffed Figs, jar Sweet Spiced Kadota Figs, tied with silver cellophane and ribbon.


40A.....	\$ 6.50
40B.....	\$10.00

Price Prepaid

*Gift No. 45*  
*Imported Tea Set—*  
 In Black and White, which has become so popular, nested on a round or oblong split bamboo Tray, hand painted in black with a splash of white and red.

45A.....	\$ 8.50
45B.....	\$10.00
45C.....	\$12.50


Price Prepaid

*Gift No. 17*  
*Black and Silver Baskets—*  
 Round or oblong, are most attractively packed with assorted Candied Fruits and Nuts.

Silver Ribbon with Sweetmeat Fork.

17A.....	\$2.00
17B.....	\$2.50
17C.....	\$3.00

Price Prepaid

*Gift No. 44*  
*Garden Trays—*  
 Imported Split Bamboo, round or oblong shape. Imported Tea Set in the natural color, consisting of Tea Pot and Cups, Individual Tea Bags, Orange or Grapefruit Marmalade, Sugar, Wafers, Tea Biscuits, Fig Cookies, Candied Fruits, Napkins; everything to serve an afternoon tea in your garden, which is so much in vogue. Three sizes.

44A—Teapot and 2 cups on Tray with above.....	\$ 6.50
44B—Tea Pot and 4 cups on Tray with above.....	\$ 8.00
44C—Tea Pot and 6 cups on Tray with above.....	\$10.00

Price Prepaid

*Gift No. 47*  
*Folding Stands—*  
 For larger Trays may be had in natural, black, green, Orange or red colors.

Price Prepaid \$3.50

*Gift No. 48*  
*Tea Basket—*  
 Imported Hamper Basket, packed with Tea Pot, 4 Cups, individual Tea Bags, Sugar, Wafers, Orange Marmalade, Candied Fruit and napkins. Just the unusual gift for the college girl to have ready when her Sorority friends call.

48A.....	\$3.50
48B.....	\$5.00
48C.....	\$6.50

Price Prepaid

# 1930/40's Brochure Booklet

- Gift No. 43 Auto Reed Hamper, made in Europe, makes an ideal lunch hamper for Auto trips

- Napkins, plates, dishes for salad

- Sweet-Spiced Kadota Figs, Sweet-Spiced Watermelon, Luncheon Pickle, Fig Jam, Fig Cookies, Candied Figs, Candied Orange and Grapefruit Peel



## Gift No. 42

Imported Refrigerator Jars—

Blue, Yellow or Green—most acceptable gift—an addition to her electric refrigerator. Three sizes with air tight lids, packed with assorted Candied Fruits and tied with red and silver or gold ribbon, sweetmeat fork.

42A.....	\$1.80
42B.....	\$2.50
42C.....	\$3.50

Price Prepaid

## Gift No. 43

Auto Hamper—

Reed Hamper, made in Europe, makes an ideal Lunch Hamper for Auto trips; Lunch Cloth, Napkins, Plates, Individual Dishes for salad, etc., nested in hamper with Sweet-Spiced Kadota Figs, Sweet-Spiced Watermelon,



Luncheon Pickle, Fig Jam, Fig Cookies, Candied Figs Candied Orange and Grapefruit Peel.

43A.....	\$ 6.50
43B.....	\$ 8.50
43C.....	\$11.50

Price Prepaid

## Gift No. 61

Fruit Cake—

1 lb., 2 lb., 3 lb., \$1.50 per lb. Prepaid. Packed in tin boxes, wrapped in cellophane with a spray of holly or mistletoe.

## Gift No. 20

Sturdy Reed Basket with Handle—



Packed with all the good things made in our own plant. We feature this basket because it has many uses; from a flower to a Bon Voyage basket. Contents; Fig Pudding, Sweet Spiced Grapefruit Strips, Sweet Spiced Kadota Figs, Candied Fruits in different packages, each package a gift. Basket furnished with cellophane, ribbon and corsage of fruit.

20A.....	\$5.75
20B.....	\$7.50
20C.....	\$9.00

Price Prepaid

## Gift No. 54

Hat Box—

Well made box large enough to hold several hats. Designs in black and gold; blue and gold; tomato color and red and gold. With large bow of ribbon and corsage of fruit, or spray of mistletoe.

54A.....	\$1.40
54B.....	\$1.75
54C.....	\$2.00

Price Prepaid

## Gift No. 60

Fig Pudding—

1¼ lb. Fig Pudding, packed in attractive boxes, wrapped in cellophane, tied with Christmas colors.

Price Prepaid, \$1.75

# 1930/40's Brochure Booklet

Arrow points to Paradise Nook, on the south side of Devonshire Blvd west of DeSoto Ave



*"Say it with Sweets  
that are a Food as  
well as Confection"*

## Gift No. 51

Hand Painted Basket—

Filled with Sweetmeats—Candied Fruits that are wholesome and appetizing.

Price Prepaid, \$2.00

## Gift No. 12

Paradise Brand Candied Fruits—

	Paradise Box Prepaid
1 lb. Box Candied Figs - - -	\$1.25
½ lb. Box Candied Figs - - -	.75
1 lb. Box Assorted Candied Fruits -	1.50
½ lb. Box Assorted Candied Fruits -	.75
1 lb. Box Stuffed Figs - - -	1.75
½ lb. Box Stuffed Figs - - -	.90
1 Candied Grapefruit filled with Assorted Candied Fruits, fancy box	1.75
1 lb. Box Orange Peel (Candied) -	1.25
½ lb. Box Orange Peel (Candied) -	.75
1 lb. Box Grapefruit Peel (Candied)	1.25
½ lb. Box Grapefruit Peel (Candied)	.75

*Attractive lot  
of Gifts may  
be had that are  
not catalogued*



## Roads Leading to "Paradise Shoppe"

Located at

PARADISE NOOK

*in the Beautiful West End of  
San Fernando Valley*



21032 DEVONSHIRE BLVD.  
CHATSWORTH  
CALIFORNIA  
TELEPHONE OWENSMOUTH 48



# The Docia A. Conley story

The Paradise Shoppe,  
circa 1960

[Source: LAPL, Valley  
Times Collection](#)

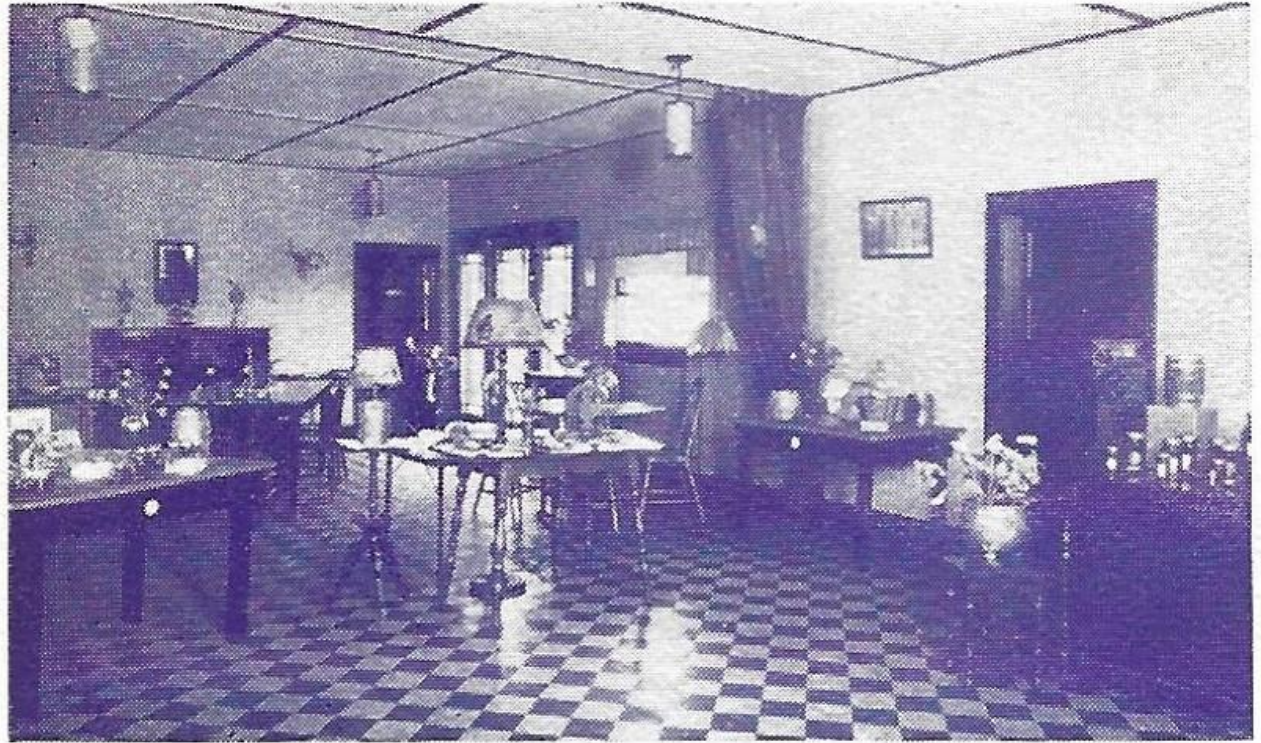


# The Docia A. Conley story

*Interior Paradise Shoppe*

Interior of the  
Paradise Shoppe  
circa 1930/40's

Source: 1930/40's  
Brochure Booklet





Colorized  
Photo of the  
Paradise Gift  
Shoppe



11/16/2021

Docia Conley, Kadota Figs, Paradise Gift Shoppe

58



Colorized  
Photo of the  
Paradise Gift  
Shoppe



11/16/2021

Docia Conley, Kadota Figs, Paradise Gift Shoppe

59

# Docia A. Conley items on Display at CHS

Copper  
Stencils to  
mark Fig  
Barrels for  
private labeling

May Co.  
Barker Bros.  
J.W. Robinson





# Docia A. Conley items on Display at CHS



11/16/2021

Docia Conley, Kadota Figs, Paradise Gift Shoppe

61



# Docia A. Conley items on Display at CHS

- An 80lb copper kettle for cooking jams and jellies
- Paddle for stirring
- Pans for transporting kettle jellies and jams to jars
- Timecard Rack
- To the left of the timecard rack, notice the watermelon peeler on the wall



# The Chenards inherit Docia A. Conley Co.

- The Conleys never had children.
- In 1941, Robert and Pheobe Chenard moved to Chatsworth.
- In the 1920 Census, Robert Chenard lived in Huntington Park and was a manager in a Fruit Preserving Factory (probably Conley & Conley?)
- In 1922 the Chenards were married in the home of George and Docia Conley.
- The Conleys considered the Chenards family, and the business was turned over to the Chenards in 1948. Docia passed away in 1949 and her husband George in 1952.

George & Docia A. Conley May 1949



# The Chenards continue Docia A. Conley Co.

- The luncheons and teas were no longer served after Docia passed away, however the shop continued to ship its well known jellies, jams, figs and watermelon preserves all over the world.
- Robert did all the cooking (with help from his son Leonard), and Phoebe decorated, packaged and shipped.



Phoebe Chenard 1930



Leonard and Robert in the Cannery early 1950



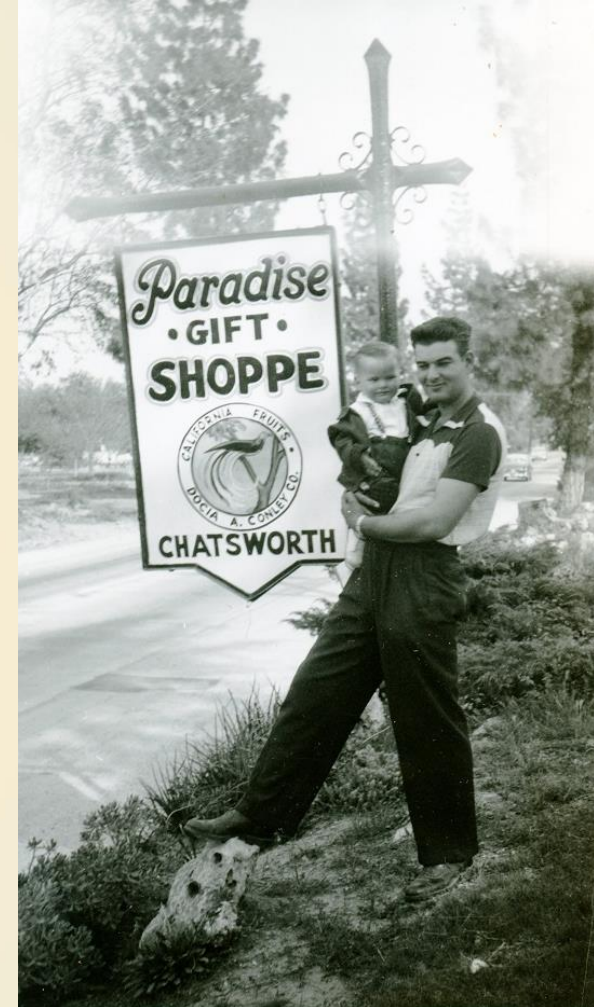
# The Chenards continue Docia A. Conley Co.

- Phoebe continued to run the business by herself after Robert's death in 1952.
- Phoebe's son Leonard Chenard managed the company starting in 1964.



Above: Bird that would greet visitors.

Right: 1953 Len and Nephew Jeffrey with Sign on Devonshire



# The Chenards continue Docia A. Conley Co.



Left: Leonard  
Chenard picking figs.

Right: Pheobe  
Chenard at 21032  
Devonshire  
Driveway with  
Persian Kitten Mitzie



# The Chenards continue Docia A. Conley Co.

- In 1965, Leonard received a Community Service Award.
- He was recognized as one of the founders of the Chatsworth Jr. Baseball League, one of the founders of the Chatsworth Youth Assoc., and has served as manager of the Chatsworth Center Bldg. for many years.

Photo at right:  
Joy, Beverly, Leonard, Jodi

## MODEST RELUCTANCE Jaycee DSA For Leonard Chenard

By IRV BURLEIGH

was also named

Despite his modest reluctance, Leonard R. Chenard, 31, is going to have to accept the Chatsworth Jaycee DSA (distinguished service award) at the annual banquet Jan. 21, at the Rocket Bowl.

Chenard was honestly surprised when the Valley Times called to get some personal background information.

Didn't he know that the judges had picked him for the award at a meeting the previous evening at the Rocket Bowl? He sure didn't.

EARLY THIS month Chenard attempted to dissuade fellow Rotary Club members when they wanted to submit his name for the annual Jaycee DSA honor. He prevailed.

The Chamber of Commerce and the Junior Women's Club, however, crossed him up. Both organizations sponsored Chenard as their nominee.

"IT'S JUST the fact that Leo always does everything, and never looks for recognition," said Bruce Pegg, president of the chamber and one of the four judges.

Chenard, a former professional baseball player with the Vancouver Maroons, is one of the founders of the Chatsworth Youth Foundation, a park president of the Chatsworth Center Building Assn., and he has served as manager of the building for several years.

Chenard tried his fortunes as a professional baseball pitcher for a time after graduating from Canoga Park High School in 1952.

When his father Robert died, Chenard gave up baseball to help his mother run the family business, the Paradise Gift Shop, and Docia A. Conley Co., at 2102 Devonshire St.

IT IS THE oldest established business in

Chatsworth. Chenard's aunt Docia started it more than 50 years ago when she decided to supplement her school teacher income by canning fruits and jellies.

"Fruit was growing wild at that time in the hills," said Chenard. She used a bike to get around to the customers.

Chenard settled down to business and kept baseball as a hobby. He is one of the founders of the Little League in Chatsworth; and the first manager of the community's American Legion baseball team and he directed a Babe Ruth team.

He lives at 1024 Variel Ave. with wife Beverly, and their two girls, Joy, 7 and Jodi, 2.

He still can't get over being chosen for the DSA award.

"I'M SURPRISED to hear about it. I knew this was coming up but I had no idea. . . . I was asked some questions, so I assumed something was happening."

His only explanation, "Maybe it is because I was a member of the first volunteer fire department in Chatsworth. That's going back-a-ways."

Chatsworth folk say there's more to it than that.

## Woman Council

Mrs. Helene G. Brown has filed her declaration of intention to run for the office of councilman in the 7th District against incumbent Errand Bernardi.

Calling Bernardi a kind of "bland councilman," Mrs. Brown, a Van Nuys resident, said she didn't think the district has been "represented effectively."

SHE SAID the district has too many bottlenecks on its streets and roads.



[Source: LAPL, Valley Times Collection](#)



# The Chenards continue Docia A. Conley Co.

- 1968 – The annual Chatsworth Parade will be held on June 1<sup>st</sup> at 5:30pm. The parade will march east from Vassar to Mason on Devonshire.
- The reviewing stand will be at 21032 Devonshire, the Paradise Gift Shoppe.
- Leonard Chenard is chairman of the parade subcommittee, sponsored by the Chatsworth Community Coordinating Council.

1968-05-21  
The Van Nuys News

## Johnny Mann, Lori Nelson to Head Chatsworth Parade

CHATSWORTH — Johnny Mann of the Joey Bishop television show has been named grand marshal of the annual Chatsworth Parade, to be held Saturday, June 1 at 5:30 p.m. The parade will form on Devonshire St. at Vassar Ave. and march east to Mason Ave.

Mrs. Mann, known professionally as Lori Nelson, and their children Jennifer 3 and Susan 6 will ride with Mann at head of the parade.

Mrs. Nelson is an actress, popularly known for her role in television on the "How to Marry a Millionaire" show.

### Many Events Listed

The Mann family reside in the community that will celebrate its 80th anniversary with the parade.

Other events are scheduled for the days of celebration which opens with the Jaycees' carnival on Wednesday May 2 at 5:30 p.m. at the Mason Park Shopping Center, Devonshire St. and Mason Ave.

St. John Eudes Roman Catholic Parish has a variety show scheduled with day and time to be announced later this week.

The community celebration will culminate with a pioneer barbecue on the grounds of Chatsworth First Methodist Church, 10824 Santa Susana Ave. on Sunday, June 9. The church is also celebrating its 80th anniversary.

### Programs Prepared

Many celebrities and dignitaries have accepted invitations to ride in the hour-and-a-half spectacle, the Jaycees announced.

A total of 137 parade entries have been received by Leonard Lutz, chairman in charge. Leonard Chenard is chair-

man. He has entry blanks at the Paradise Gift Shoppe, 21032 Devonshire St.

A program is to be published by the parade committee, which was set up as a



**JOHNNY MANN**  
Named Parade Marshal

subcommittee of the sponsoring Chatsworth Community Coordinating Council.

Reviewing stand for the parade will be at 21032 Devonshire St. Hosts and hostesses in costume will represent the Chatsworth Historical Society and hand out programs at the stand.

Merchants in the area have supported the parade through ads in the program. The Avante Teen Club from Chatsworth Recreation Center will hand out programs along the parade route.

# The Chenards continue Docia A. Conley Co.

- Community Service was always a large part of the Chenard family legacy.
- Phoebe and Leonard Chenard allowed the Chatsworth Business and Professional Women's Club to hold the monthly canteen days for the Community Cares project at their shop on Devonshire St.
  - Beginning in 1967, packing days for boxes sent overseas to servicemen and women were held at the shop. Mrs. Chenard also helped pack items in the boxes, collected and donated items and generally supported the project diligently.
- Leonard also generously packed and shipped hundreds of books to be sent overseas by the Rotary Club.
- Leonard never stopped taking an active part in the community, and in 1989, he was honored as the Chatsworth Community Coordinating Council Citizen of the Year.

# The Chenards continue Docia A. Conley Co.

Phoebe in the Rose Garden at the Paradise Gift Shop



- In 1968, the ***Chatsworth Business and Professional Women's Club*** honored Phoebe Chenard.
- She had been the owner for 20 years and they celebrated the 50th year of Docia A. Conley Co.

1968-11-05 Valley News

Three outstanding businesswomen in the community were recognized at a dinner meeting of the Chatsworth Business and Professional Women's Club recently when National Business Week was celebrated.

All three women are charter members of the Chatsworth

#### **Known for Preserves**

Mrs. Chenard is the owner of Chatsworth's oldest continuing business, the Paradise Gift Shoppe, which celebrated its 50th anniversary three years ago. Mrs. Chenard acquired the business from her aunt Mrs. Docia Conley and has been its owner for the past 20 years, although her son Leonard has managed it for the past four years.

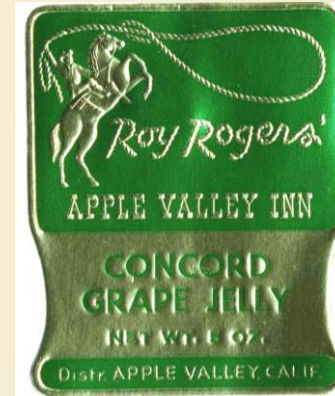
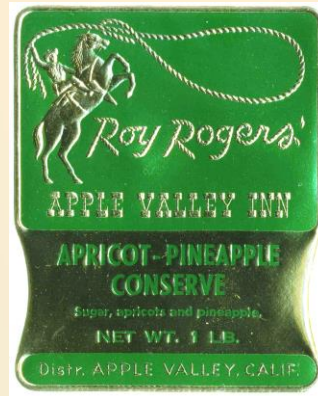
The shop is well-known for the jellies, jams, figs and watermelon preserves which they ship all over the world.

In addition to many years of community assistance, Mrs. Chenard has allowed the club to hold the monthly canteen days for the Community Cares project at her shop on Devonshire St.



# Docia A. Conley Co. closes

- In 1979 the Paradise Gift shop closed and the land was developed.
- Over the years, the Gift Shop had provided a selection of items that could be shipped all over the world.
- Roy Rogers had his own selection of jellies and jams produced by the Docia A. Conley brand.



# Docia A. Conley Co. Memories

- Interviews with long time Chatsworth residents include stories of seasonal jobs hauling large 50 lb. bags of sugar and stirring the large copper kettles of jams and jellies.
- Lila Shepler mentioned that there were always jobs gift wrapping and packaging items to be shipped.

**BUT FIXIN'S** are extremely important, too! May we suggest Docia Conley's sweet spiced watermelon pickles? Bits of bright red watermelon heart are still attached to the juicy rinds. They're an honest-to-goodness home-made type of condiment that you'll thoroughly enjoy in contrast with meat and stuffing and gravy. Don't forget to have plenty of Old Monk olives.

- There has been mention of the annual watermelon events, where according to the Summers family you could eat all the watermelon you wanted, after the rinds were cut off to be pickled.

Left: 1946-11-22 Pasadena Star News

Right: 1942-07-30 Los Angeles Times

## Candies

175 Jars of all-filled hard candy, 3 lbs. in pantry jar, specially priced, jar, **1.00.**

300 Doz. Robinsons' preserves and jams, 1 lb. jar, specially priced, ea. **30c, 4 for 1.10.**

25 Doz. Mrs. Conley's sweet spiced fruits, watermelon and figs, 2 lb. 9 oz. jar, specially priced, **1.00.**

**ROBINSONS'—FIRST FLOOR**

# Docia Conley donations to CHS on Display

- In 1979, Lenard Chenard donated the following items to the Chatsworth Historical Society (CHS)
  - a 1926 wide-angle lens picture of the Kadota Fig Farms on Devonshire
  - A 1930's Docia Conley General Ledger
  - Misc items
- In 2020, Charlene "Charlie" Vincent donated the following items to CHS
  - A copper kettle used to prepare jams, jelly and sweet spicy Kadota figs, including the paddle and stand
  - The Docia Conley timecard rack
  - Copper stencils, numerous labels, misc.

Right: Frank (Ann's brother) and Ray Vincent moving the copper kettle to the CHS museum

Note: The Vincents and Chenards were close family friends in the 60's and 70's. When Docia Conley closed in 1979, Leonard gifted/sold some items to Charlie Vincent





# Sources/Acknowledgements

- Beverly, Joy and Jodi Chenard for sharing photographs and stories
- Chatsworth Historical Society donations as previously mentioned
  
- Prepared by Ann and Ray Vincent, November 2021

- Tract No. 7754 was approved by the City Council in Feb 1924
- 148 acres, bordered by Germain on the north, Oklahoma on the east, Lemarsh on the South, Eton/Milwood/San Jose/Variel on the West

