

The VALLEY SETTLER

Vol. 2

February 3, 1939, Palmer, Alaska.

No. 9

ANNUAL REPORT OF THE BOARD OF DIRECTORS OF THE MATANUSKA VALLEY COOP ASSOCIATION

(The following report was read by the Secretary, Neil Miller at the annual meeting held Jan. 25.)

A statement to the Stockholders of this association from the Board of Directors being in order, the Board wishes to give you an idea of their organization. information secured on projects from which dividends are derived, contracts with ARRC. Requests from ARRC, answers to our requests, relations with ARRC and its management, also, our failures and successes.

The first few meetings of the Board were devoted to organization. Walter Huntley was elected President, Frank Linn, Vice President, Neil S. Miller acting Secretary and Treasurer.

The President appointed an Educational Committee, consisting of Sandvick and Vasanoja, and other necessary committees.

In order to familiarize ^{ourselves} as quickly as possible with the plan of organization, President Huntley appointed Sandvick to study the needs and organization of the Trading Post, Linn the Creamery, Miller the garage, Frank the Warehouse, Brix the meat department and Vasanoja the Produce department. The next step was to obtain the knowledge necessary to carry out the duties of a Board of Directors satisfactorily, and to organize our knowledge so that the Board could make use of it.

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MINUTES OF THE CO-OP BOARD MEETING HELD JAN. 30

The meeting was called to order by President Huntley. Those present were Directors Vananoja, Linn, Rasmussen, Brix, Sandvik, Miller and Mr. Atwood of the Anchorage Times.

Mr. Atwood stated that the Times was planning on putting out a pamphlet to give visitors and inquirers reliable information. He spent some time inquiring about conditions in the Valley and the work of the Board.

A motion was made and seconded, that the Secretary execute the terms of Section 6 of the by-laws of the Matanuska Valley Farmers Cooperating Association in regard to termination of memberships, and purchase savings dividends. The motion carried.

Next in order of business was election of officers for the ensuing year. Mr. Huntley was elected President, and Mr. Linn Vice President.

It was moved by Mr. Sandvik, seconded by Mr. Rasmussen, that Mr. Brix be authorized to write up a consumer's contract which would permit anyone in the Matanuska Valley to purchase goods from the M.V.F.C.A. and receive purchase Saving Dividends on the said purchases. Motion carried.

Mr. Rasmussen reported on a simple method that he has purchased under in Rockdale stores.

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Most of the members of the Board, as well as stockholders felt that the organization had not originated from the people interested, but was developed elsewhere and forced upon the Colonists. The Colonists were inclined to blame local officials for this condition. Investigation by the Board shows that the officials at Washington, D.C. had planned the complete set-up, basing their information on previous projects and forwarded the local officials papers of organization in which blank spaces were left for only names and values. Local officials had no choice but to carry out orders.

The Board felt that while this was a very unsatisfactory beginning, the nucleus for a Cooperative was present, and that from it could grow an organization which would fill the needs of the community.

The By-laws of the organization next received a careful study. Changes were discussed, but it was felt that use of them would best show up weaknesses.

The Board then turned to the Agency Contract. This lengthy document required considerable study. Officials of the ARRC were frequently called upon to help interpret and supply information.

The result was a series of requests sent to the ARRC Board for fulfillment of obligations listed in the Contract. The first of these was a request to purchase the Trading Post physical equipment. This was not favorably received by the ARRC Board, but a second and more detailed request was sent in.

Discussion of purchases of departments and business Management caused the matter of financing to be brought up. It was found upon studying the Agency Contract that money could be secured only from the ARRC. A request was then drawn up for a revolving fund of
(continued on page 3)

It was moved by Mr. Sandvik, seconded by Mr. Frank, that we recommend that purchase saving dividends be based on tickets turned in at the end of six month periods by purchaser, and thus cut down the office work and consequently the overhead. The motion carried.

Discussion of the purchase of the commissary plan resulted in a motion that Mr. Huntley meet with Mr. Head as soon as possible and visit and appraise the Trading Post and then make a report.

The educational program and the purchase of a printing press was discussed.

It was moved and seconded, that we ask for applications for the position of field man from those qualified in the valley. Motion carried.

It was moved and seconded that we adjourn until February 6, 1939. Motion carried.

Neil Miller -- Secretary

Editors note:

It appears that last weeks issue carried the impression that Neil S. Miller would no longer act as Secretary of the Cooperative Board.

We wish to correct this impression. Since the annual meeting of the Farmers Cooperative, Mr. Miller is no longer a member of that board, but will continue to act as Secretary until such time as it will be possible to make this position one with regular salary.

ARRIVAL OF COWS

The last shipment of cows arrived last week and are being held in the Fair barns as the first shipment were. One cow was lost on the way up, which is a very good shipping record.

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This paper is issued for the purpose of giving information and news of the Matanuska Valley Farmers Cooperating Association's work, problems, accomplishments, and also, news of local and general interest; and to help foster the cooperative spirit of the farmers of the Matanuska Valley.

In featuring the activities and accomplishments of our Co-op Board for the past year, it is evident that they have attempted everything possible to improve this organization. They admit that relations with the ARRC Board have ranged all the way from extremely bitter to congenial. In "going to bat" for the Cooperating members, they have jeopardized their position in the Community through misunderstanding; trying to fight for requests not their own.

In return fellow members abuse them for inaction, lack of immediate success and hold them responsible for every conceivable item of individual failure.

The strength of an army is not in the number of captains and colonels it has but in the number of privates in the ranks ready to support the leaders.

Our Co-op Board are the captains, we are the privates. The answer to success or failure lies with the individuals collectively.

The farmers of the Matanuska Valley owe a vote of sincere thanks to the Extension Service for the most beneficial instruction yet received.

(ANNUAL REPORT CON'T)

\$150,000 to be set aside for the purpose of assuring that the MVFCA would have funds to carry on after the ARRC was through with this project. This request has been refused in a letter from the ARRC, which states that none of the \$350,000 appropriation was being earmarked for future use. Investigation shows that the ARRC Board included this in its requests from Washington, but it was cut out there.

During all of this time, the Board, meeting twice a month or oftener found the innumerable details of their work becoming more and more pressing and many of them being neglected. That a Manager for the MVFCA would eventually have to be hired to assist the ARRC management make some of the Cooperative units function more efficiently was very evident, and the immediate need for him was distinctly felt. In a joint meeting with the ARRC Board, the request was made and favorably received. The need for an agricultural coordinator was also felt, and expressed at this meeting. This was also favorably received. Immediate steps were then taken to find such a manager. Applications were requested from all available sources. The result was disappointment. One candidate after another failed to live up to the needs. Today the Board faces you with a candidate under consideration, but nothing definite.

In the meantime, the ARRC Board, faced with diminishing funds, and the urging of this Board and their own managers, has consented to sell this organization the Trading Post on March 1, 1939, to release their agency on this unit, and to release other units as rapidly as possible.

Considerable dissatisfaction has been expressed at times with the men on the ARRC Board, the principal objection seeming to be that too few of them were farmers or sympathetic in that direction. This feeling results in a request from the MVFCA Board for further

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(Report)

Colonist representation on the ARRC Board. For a considerable time no action was secured on this but finally a vacancy occurred which resulted in the election of Frank Linn to the ARRC Board. Since that time this organization, in seemingly at least, is getting some prospect of a foothold in the management of our own business.

Relations with the ARRC Board and Management have ranged all the way from extremely bitter to congenial. The patience of all has at times been almost exhausted. However, with a new season just ahead, prospects of an excellent manager for our affairs and the operation of the units for this organization by itself, should encourage us to another year of effort.

During the past year the efforts of the Board have been directed toward securing for the members, satisfactory insurance, both life and fire. Up to the present however, a satisfactory group life insurance policy has not been found. The most satisfactory fire insurance is offered by the Grange. This is Cooperative But extends only to Grange members. Nothing definite has been done on this as a representative will probably be here.

The work on the Cooperative Power and Light Plant is progressing. Preliminary work has been done. This Cooperative will be a separate organization from the MVFCA, having its own Board of Directors and financing. The Board of the MVFCA is acting as organizing Board only.

It is the belief of this Board that our Educational Program for the past year has been weak. Our principal organ for the putting across of Cooperative knowledge is "THE VALLEY SETTLER". This paper has carried many fine Cooperative articles, but the need is for organized and sustained program such as can be developed

only by a competent Manager of the whole Cooperative system, who knows where he is going and why.

Due to the fact that this organization has had no Manager, its Board has attempted to do but little the control of units and services not yet turned over to the organization. The crops to be raised, how they are sold, the prices paid and the disposition of the goods, have so far been all under control of the ARRC. When asked for advice by them, which has been frequently, the Board has given their opinion, supported or criticized their action.

In conclusion, the Board then has

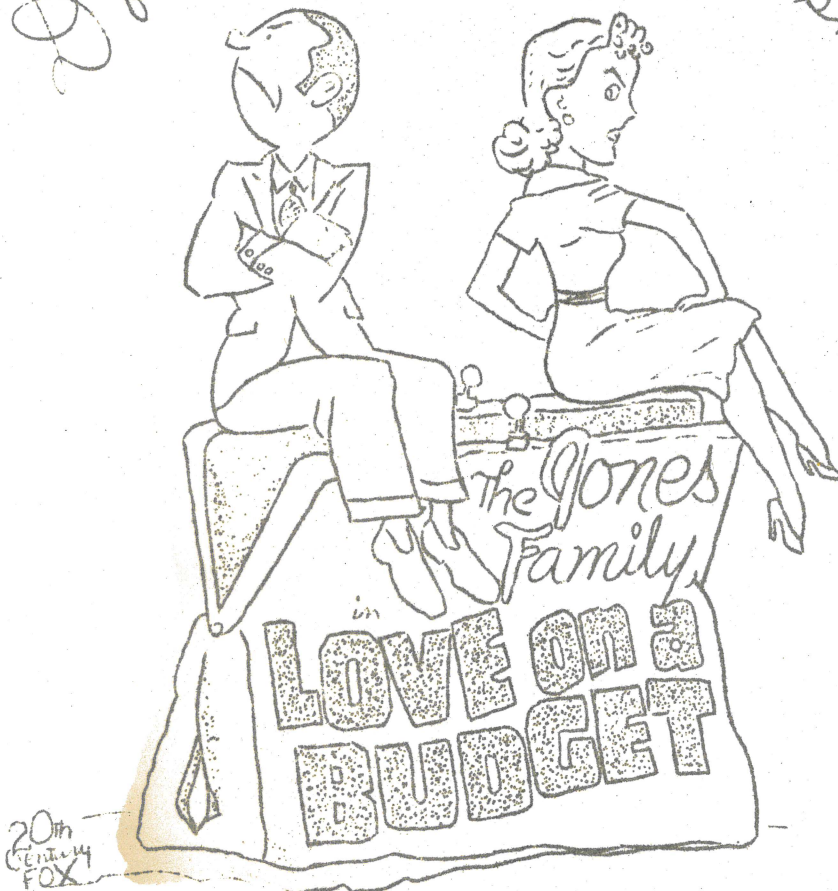
- 1st. Educated themselves for their job.
- 2nd. Directed to the best of their ability those few things they could direct.
- 3rd. Endeavored to carry out the contractual obligations of the organization.
- 4th. Promoted the general welfare and those things which the Board thinks will result in a stronger foundation for the MVFCA in the future.

ANNOUNCEMENT

The Chief Accountant has requested that we announce payday will be Monday February 6th.. This is necessary as the office cannot get the payrolls ready in time on Saturday.

"Matanuska Maid" eggs are being sold in increasing quantities on the Fairbanks market. As Cooperating members please do your part in keeping quality at the highest by SEPARATING YOUR ROOSTERS FROM YOUR FLOCK --- WE CANNOT MARKET FERTILE EGGS. This urgent plea is extremely important. Recently new customers have given us trial orders. CAN WE KEEP THESE CUSTOMERS ????

Don't miss this show!



Next week: "Checkers" with Jane Withers

ARMY MEETS PALMER TOWN TEAM

The fast Army team of Anchorage meet Palmer Saturday night in what is expected to be a fast game. The local boys are planning on working hard to get ready for the Fur Rendezvous and determined to win the game. SATURDAY NIGHT ---AT 8:00 P.M.

Every body is invited to attend and enjoy what is expected to be another good game.

EKLUTNA --- PALMER
SUNDAY EVENING

SUNDAY EVENING AT 8:00 FEB. 5, the town team will meet the fast Eklutna Indians in the local Gym. This team is colorful to watch and a large crowd is expected out.

MATANUSKA VALLEY TUBERCULOSIS COMMITTEE

A Tuberculosis Committee has recently been organized here in the Valley for the purpose of helping in every way possible to fight this dreaded disease.

Members of this organization worked hard during the Christmas Seal Sale, to get as much money as possible to help combat Tuberculosis here in the Territory.

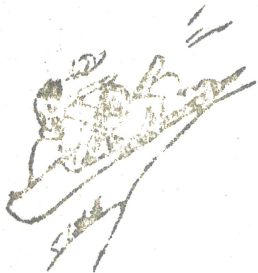
Officers of this worthy organization are: Mrs. Ross L. Sheely, chairman, Don L. Irwin Vice Pres. A.A. Johnson Sec'y. and Mrs. Vic Chapman Treasurer.

There will be a meeting of this organization Monday evening Feb. 6th. in the Dormitory basement. As many people as possible are urged to come to this meeting.

1939 ANCHORAGE FUR RENDEZVOUS

Anchorage, Alaska

FEBRUARY 18-19-20-21



SAVE YOUR FURS FOR THE RENDEZVOUS WHY SHIP
THEM TO THE STATES WHEN A BETTER PRICE CAN
BE SECURED IN ANCHORAGE

THERE WILL BE PLENTY OF ENTERTAINMENT AT THE
RENDEZVOUS

CROWING OF THE QUEEN



BOXING

SKIING

BASKETBALL

DANCING

HOCKEY

DOG RACING

AS A SPECIAL ATTRACTION THE STUDENTS OF
THE EKLUTNA VOCATIONAL SCHOOL WILL ENGAGE
IN ESKIMO SPORTS AND DANCING.

\$1,000

\$1,000

A ONE THOUSAND DOLLAR PLATIUM BAR WILL BE

GIVEN AWAY

COME TO THE FUR RENDEZVOUS
WHERE OLD FRIENDS MEET



Clyde R. ...
Manager



ANNOUNCENMENT

District 4 -- wishes to call a meeting at Bill Bouwens Saturday evening about 7:30 or 8:00 for the purpose of electing a new Councilman in place of Ray Griese.

Ray Griese is planning to leave as soon as possible and go Outside Everyone in District 4 is urged to attend this meeting and help elect their new representative.

MARCH OF DIMES

The "March of Dimes to the White House" is a new movement for the purpose of procuring additional funds for the Research of Infantile Paralysis. This is in addition to the President's Birthday Ball held every where in the United States to obtain money to carry on this wonderful aid to the crippled and those afflicted with the aftermath of this terrible disease.

At the Presidents Birthday Ball held in Palmer there were 110 dimes collected for this purpose and are now on their way to the White House, Washington, D.C.

WANTED APPLICATION FOR A FIELD MAN

The Matanuska Valley Farmers Co-op has announced that they are accepting applications from any one here in the Valley who feels qualified to fill this position.

Please turn in your application to the Secretary or any member of the Board for consideration.

Apologies to the Mountain View Women's Club for not printing their Club report. We have had to add more pages this week to accomadate all the news items received.

1939 HATCHERY PRICES

White Leghorn-- special breeding-- week-old started chicks: 18¢ each day-old chicks 15¢ each custom hatching --.04 per egg in tray lots turkey eggs will be set about April 1,-- .05 each egg.

Hatchery note:

Chick prices are \$2.00 per hundred less this year and the ware house announces that chick feed prices are less this year than in the past so you will be able to raise chicks at a smaller cost than previous.

1938 feed prices:

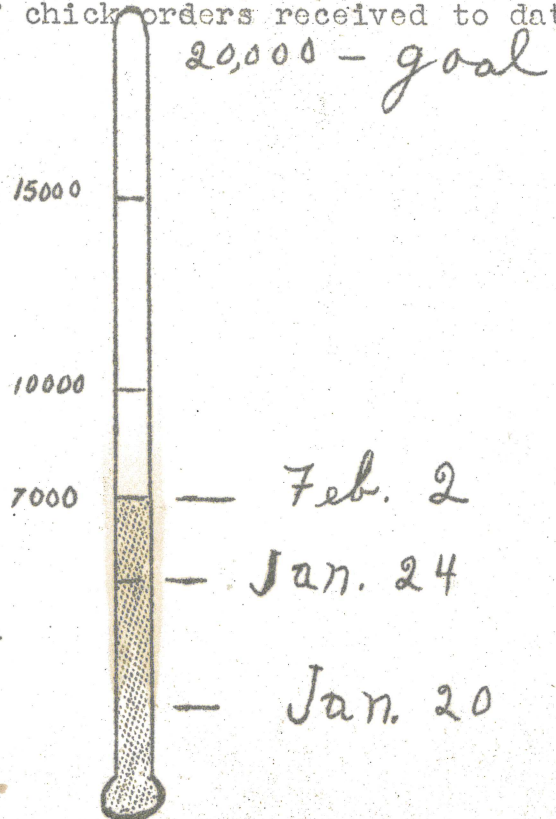
Chick starter ----per-100--\$3.85 Growing mash ----per 100--- 3.40

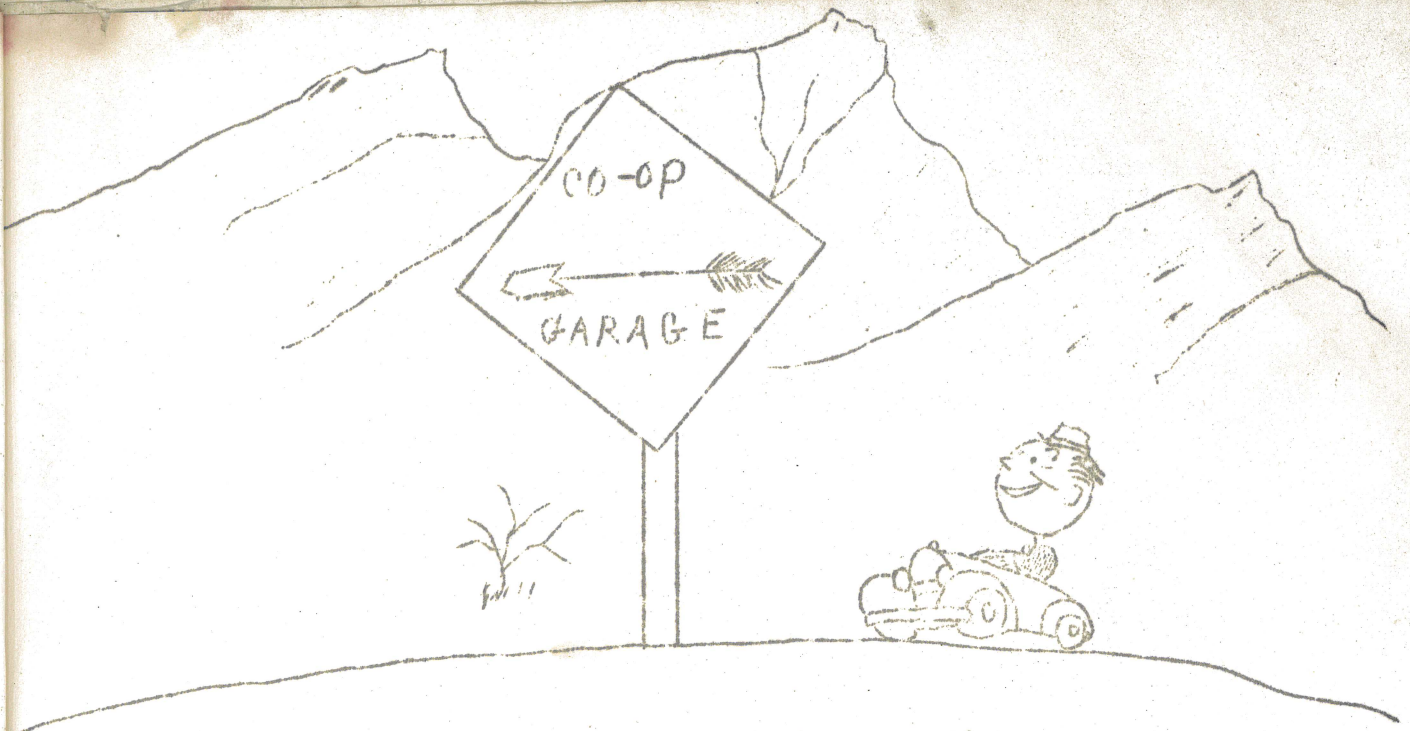
1939 feed prices:

Chick starter ---per 100-- 3.40 Growing mash --- per 100-- 3.20

Note that feed this year is \$4. to \$8. per ton cheaper than last year. Come to the hatchery as soon as possible with your orders.

Following is a graph showing the goal which the hatchery expects to reach this year, and the amount of chick orders received to date.





ANNOUNCING

ALL-POINT LUBRICATION ---A GUARANTEED SERVICE
WE ARE PROUD TO OFFER YOU ALL-POINT LUBRICATION
A GUARANTEED GREASE JOB THAT LEAVES NOTHING TO
GUESSWORK -----EACH POINT IS CHECKED AND RECHECKED
BY MEANS OF THE COPYRIGHTED ALL-POINT SELECTOR
TO BE SURE THE JOB IS DONE EXACTLY AS THE MANUFAC-
TURER OF YOUR CAR RECOMMENDS.

PLEASE STOP IN---- WE CAN
SAVE YOU MONEY ON EVERY
MILE YOU TRAVEL.

CO-OP
GARAGE

(The following letter has been received from a farmer here in the Valley, with the request to print it in this issue.)

LETTER

To the Editor; VALLEY SETTLER:

We have been told that the purpose in founding this Colony was to produce agricultural products that would find ready and profitable disposal in an already established market, "Butter is the thing," we are told, so a fifty thousand dollar creamery is built and we are supplied with a few Guernsey cows. This is a breed that under favorable conditions are good milk producers. We stable them in our so well ventilated barns that are designed along the lines and proportions of the Minneapolis Union Depot and spend a large share of our short winter day cutting and hauling wood to fire the airtight heater in a frantic attempt to "keep up" Bossy's milk and keep her calf from freezing to death. We feed dry hay (that we raise at cost of \$20 to \$30 per ton) with little or no succulent feed and the powers that be survey the creamery receipts with jaundiced eye and remark that "those scissor-bills won't take care of their stock anyway."

When the poor critter goes hopelessly out of production because of lack of pasture, proper feed and care.--which we are not prepared nor equipped to give her--- and we "knock her in the head", dolefully carting the carcass to the meat department. There we are offered four cents a pound and the sorrowful observation that; "Guernsey Beef is really very poor meat y'know"

After the transaction, in our dazed condition we find ourselves at the meat counter paying 30 cents for a pound of shank of "Outside meat." Coming out of the daze, we look at our purchase. Somehow it faintly recalls a mind picture of Joe Bone's recently liquidated muley cow leaping our garden fence. Again we look at our prize and turn toward the

meat counter, we hesitate, perhaps we are wrong. Furrying home to do our chores we conclude that on this one occasion, "by gum" we will revel in the luxury of a stew made with "Outside meat".

Construction Criticism

Get in stock that will produce both milk and beef, stock that will survive winter housing in our amply ventilated barns and, in the summer, wax fat on our practically only available pasture -- the woods and slashings

Signed --- C.E.Bisson

HIGH SCHOOL WINS CHAMPIONSHIP OF THE VALLEY

The Palmer High School trims the fast Koslosky's team to win the Matanuska Valley Championship. They will receive a trophy and hold it for one year. Any one team winning this trophy twice in succession will have permanent possession of it.

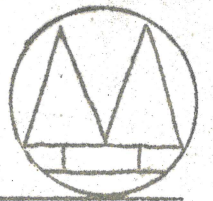
The final score was 57 to 47. Ray Verle and Cameron Erickson were stars for Kosloskys, while Miles France took scoring honors for High School with a dazzling performance to roll up a total of 23 points. If the boys hit the loop in their remaining conference games they should win easily.

LOST AND FOUND DEPARTMENT

On the evening of Jan. 30th, District No. 6 met at Nile DeLands with six families present. The Council men were absent and there was no business except cards and flea hunting by Bud Campbell. All had a scratching good time and hope to have more present at the next regular meeting, Feb. 27th. at Earl Hechers. Signed: Ruth Brostrom (Note: It has been learned that the fleas were on the cat. Shall we bring our own fleas to the next meeting ??)



CO-OP STORE



The Sale still goes on

FISHERS BLEND, the ALL PURPOSE FAMILY FLOUR...	98#	\$4.20
FANCY LARGE ITALIAN PRUNES, bulk.....	10#95
FISHERS BLEND, the ALL PURPOSE FAMILY FLOUR...	49#	2.15
GIANT HULLESS POPCORN, sure pop.....	1#10
ELBOW SPAGHETTI.....	3#25
ALBERS INSTANT TAPIOCA.....	1#23
ALBERS CORNFLAKES.....	pkg.09
REDI SOUP MIX.....	12 oz. pkg.10
TANG SALAD DRESSING.....	qt.45
PINEAPPLE BROKEN SLICE, in heavy syrup.....	gal.75
PINEAPPLE TIDBITS, in heavy syrup.....	gal.	1.00
PLUMS DE LUXE, in heavy syrup.....	2/1-2s	2/35
APPLE BUTTER, Libbys.....	1#	2/25
APPLE SAUCE, Libbys.....	2#15
CORN ON COB, Reliance.....	gal.80

Have you seen the LARGE assortment
of
VALENTINES
In the Dry-Goods Department?!?

MATANUSKA VALLEY TRADING POST

PALMER

open Show Nights

ALASKA