

MATANUSKA VALLEY

61° 30' N. LATITUDE

149° 15' W. LONGITUDE

PIONEER

BUY

"MATANUSKA MAID"
PRODUCTS

Vol. II No. 4

PALMER, ALASKA, NOVEMBER 19, 1936

PRICE 10 CENTS

Legion Auxiliary To Handle Seals

FIGHT
TUBERCULOSIS



Buy and Use
CHRISTMAS
SEALS

Those present were Mrs. Chris Anderson, Mrs. Einer Huseby, Mrs. Francis Biggs and Mrs. Sheely.

It is not likely that there will be a concerted drive on the seal sale if those receiving their stamp sheets through the mails respond with purchases.

North-End Palmer Out For Honors

Though they are both on the "wrong side of the track," Downtown Palmer and the North end are vying with each other for trade. Up there by the old depot a new building shatters the sky-line. Mr. Felton is constructing an 8 room residence with large rooms upstairs for renting.

The log cabin, now containing five roomers, will be torn down.

Vic Chopman has contracted the construction of the building which will cost in the neighborhood of \$8000 furnished, and expects to have it completed within two months. A large hot-air furnace will furnish heat for the structure. Mr. Felton plans eventually upon having a greenhouse near by.

The building will be wired for electricity and have all modern conveniences. Later, Mr. Felton plans upon constructing a dutch windmill with a water supply tank.

And on the ground he has sold between the store and the Fish-hook Road many smaller places are being built. A quick lunch counter has opened for business and many private cabins have been constructed.

Downtown Palmer better look to her laurels. Of course, we have that new bakery down here. What, you haven't heard of it? Yes, sir, fresh bread, cookies, cakes and pastries... where... why, at the Colony Bakery Shop... Joe Jany and William Gussie, props.

And Harry O'Neill's new grocery, The Palmer Trading Company. Boy, have you been there, yet? Got everything in the way of food... good old sour-

Colonists Now To Pay All Labor They Hire

A new ruling states that funds will no longer be available for paying half cash on purely inter-colonist transactions.

In other words if Colonist Brown hires Colonist Black to do some work for him Colonist Black will have to look to his employer for whatever money he is to get for his labor. The corporation has no further funds for advancing the half cash-half credit pay as has been the former policy.

Bill And Billy Now Bill And Co

Sneaking a march on all their friends, Bill Hallett and Billy Martin went to Wasilla last Saturday evening and had Commissioner Wilmuth tie the knot.

When the news leaked out Bill denied it stoutly, but the boys put the bee on him pretty heavily... and... well, Bill finally kicked through in a manner that precluded any possibility of a charivari that night at their new home. Most of the boys couldn't walk and it was too far to crawl on hands and knees through the snow.

Rutledges Now Proud Parents

Word has been received here that Mrs. Frank Rutledge, the former Martha Ervin, became the mother of a six and one-half pound baby girl at the Anchorage Hospital last Tuesday. Mrs. Rutledge was married here early last fall while working at the Valley City Cafe.

Corp Makes Own Tile

Down by the kraut tanks under the cannery unit two crews of men are making 90 feet of 12 inch concrete sewage tile per day. Harry Curlette, who has charge of the work under Hank Colish, reports that the number of failures has dropped off to pretty nearly nothing. At first there was a little trouble getting the 200 pound tiles to stand up under their own weight while the rich and almost dry mixture set. The tile is being made to carry away the Community Center sewage.

dough brands, too.

And some day Horton will finish his hotel... and Ken Johnson will get his laundry going sometime. And maybe Hewitt's will put in farm machinery along with their radios... and

(Continued on page 4)

Smoker Is Held Despite Storm

A little more tough luck does not down the C.V.F.D. When the big storm came up last Saturday afternoon and kept the crowd from attending the smoker that night the boys counted audience noses and realized that they were in for it. However, the fighters and a few others had driven up from Anchorage, and it was decided to hold the bouts even at a loss. They went ahead with a darned good show and dug into their pockets to make up the big deficit.

It was a real card. In the opener the two McRoberts boys, 135 pounds, went three fast rounds. Referee Montie Morris and the judges, Gus Gelles and Frank Allen, called it a draw. Archie Betts was timekeeper.

In the second stanza Roy Morrison of Wasilla took Walter Jackinsky with a K.O. in the second round. They weighed in at 160 and it was 320 pounds of milling flesh and bone every second. Walter was considerably over-matched, but it was the best pair-up that Matchmaker Bill Young could get with the talent on hand.

The third bout was a sock-sock affair from the start to a draw finish between Jack Kneebone of Palmer and Jack Larson of Anchorage, both at 150 pounds. This was Larson's first time in the ring, but no one knew it till Bill Falconer announced the fact.

The next on the card was an exhibition between Carl Neilson and John Walsh Jr. John was the only fellow Bill Young could get to fill in a cancellation. He had been suffering from stomach flu and had no desire to fight, but offered to substitute. Carl was outweighed by many pounds, but was in the pink and put up a fine exhibition. Jack Rose refereed this one and with the judges decided that Neilson had earned the decision.

Rose also refereed the main event which was a return match between Jack Tapper of Anchorage and Ed Borders of Palmer. Jack weighed 180 and Ed 179 pounds.

Like their bout on Labor Day, they mixed fast right from the start and telling blows were delivered on both sides. A stiff one rocked Borders in the first, but he came back strong and in the second round scored a knock-down after which the fight was his. Before the bell he had Tapper down for the count of ten.

"Matanuska Maid" Butter Rates High

November 7th the first Matanuska Maid Butter appeared on the market and was in demand faster than it could be cut out. All of those in a group who sampled it, highly praised the quality of the product. As scored by a group, it met the requirements of 91 score butter, scored on the following score card:

Flavor and aroma	40 45
Body and texture	25 30
Color	10 15
Salt	10
Finish	5

From now on, churnings will be made weekly and a ready market is available. The creamery is modernly equipped. The interior is finished in gleaming white enamel with a gray enamel base band. All cream is pasteurized and only cream of quality is accepted.

C. C. Deal, Manager, Matanuska Valley Creamery.

Beatrice McNally Operated Upon

Beatrice McNally, who works in the accounting office, went into Anchorage Saturday feeling pretty well under the weather. On Monday she was operated upon for appendicitis. At last reports she is doing splendidly.

Hurst Builds Duplex

Morris Hurst is erecting a structure which will have two four-room duplex apartments on the first floor and eight rooms upstairs when finished. It is located on a lot in the Snodgrass Addition which he recently purchased. The excavation is already completed and forms for the concrete base-ment are now going into place.

Hurst says that he will go right ahead with construction regardless of weather.

Worthwhile Tip

Joe Flakne calls attention to the fact that just because the winter of '35-'36 was so mild there is no guarantee that this one won't be more severe. It has certainly started out differently, anyway, and it has been known to reach forty-three below.

Joe suggests that unless your barn is full of stock it will be a good idea to partition off the unused portion with a tarp or something. Be sure, though, that your ventilator will take care of the part being used.

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Palmer's Boom Days Are Over

When the blizzard hit camp last Saturday bringing the season's first snow the wind screeched gleefully around the bunk tents and covered the mud-frozen footprints under a six-inch mantle.

Old Boreas might have enlivened his spirit with the thought that he was driving the tent dwellers away, but he was wrong if he did. It was the long promised winter lay-off. Only skeleton crews remain, and barring the construction of a few barns and the digging of a sewage ditch the boom days of the past two summers are over.

From now on the valley will tend toward a slower, but steady, growth. New settlers will come in and farm some of the patented land surrounding the colonist tracts. Fingers of roads will reach out into areas open for homesteading and the forests will give way to clearings in which happy children will shout and play. The Matanuska Valley will grow as a community of farming homes. It will grow slowly, perhaps, but surely.

Some of the present business houses may have a hard time hanging on waiting for that growth, but it will come.

There will always be a Palmer besides the Community Center. Never a "one purpose" town yet but what had its "wrong side of the

tracks." Army posts always have their attendant civilian communities. The Long-Bell Lumber Company spent a million dollars trying to make Longview, Washington, an ideal town, but Kelso, right across the river, is the lively place and Longview is a flop.

Palmer now has its shanty town, but that will grow up. Not only old settlers but colonists as well are supporting the various business houses. They will continue to do so, even when the co-op becomes operative and a percentage of the profit on their purchases through their own organization will presumably accrue to them. People are like that. It's that inherent desire of the average American to get away from industrial autocracy, or, as expressed on the street: "Too much rule."

Yes, there will always be a Palmer . . . on the wrong side of the tracks.

Information A La Washington

Here's a nice illustration of the ignorance of things Alaskan as enjoyed by those who govern us from afar. The Rural Electrification News, a magazine published by the REA and printed in the U. S. Government Printing Office at Washington, D. C., says in an article on the allocation of funds to bring power from Eklutna into the Matanuska Valley:

"In all, about 300 farms will be served. During the winter the sun shines only a few hours daily, making electricity necessary for lighting. It is practically impossible to maintain private electric plants in this region, as the fuel during the winter must be transported by dog sled."

Shades of the Yukon Valley! We have seen but one dog team here in the past two winters, and have made a survey showing that there are at least ten privately-owned plants, fuel for which is brought into the valley in tank cars and delivered where used in some of the hundred or so trucks that pound these good roads.

WASILLA

The Independence Mine, lying between the Fern and the Lucky Shot, after finding some very high grade ore in the old drift abandoned several years ago, has now let a contract for the driving of three hundred feet of tunnel to Al Dodson and associates. The work will be done this winter.

Gen. Mgr. Stoltz is reported to have said that if the body of ore warrants it a sixty-ton mill will be erected on Fishhook Creek, probably next spring.

T. S. MacDougal of the Fern Mine was a visitor to Wasilla and Palmer during the week.

Milo Kelly, oldtimer of the district, is driving a prospect tunnel on his property, the Brooklyn.

O. G. Herning has erected a five-room home on property back of his store and will soon be moving in.

C. L. Cadwallader, Wasilla merchant, was in Palmer on business last Monday.

School census at Wasilla shows an enrollment of 76 children.

By working only 7 hours a day instead of 8 the wage cut is a lot easier to take, according to the boys affected by the recent ruling.

Hospital Notes

A baby girl was born to Mrs. Pearl Archer on the 13th and another baby girl to Mrs. Henning Benson on the 19th. Both mothers and infants are doing well.

During the week Ed Borders, David Smoot, Aileen Haik and Lois Spencer had tonsil removals.

John Dart registered in with a severe case of stomach flu, but got better rapidly and has since been discharged.

Little seven year-old Margaret

McNeven fell from the balcony of the Community Hall to the hard floor below, but though her arm and one shoulder was injured no fracture resulted.

Dr. Albrecht received a call from Wasilla that 9 year old Andrew Nickalasky, an Indian boy, was dangerously ill at Knik. Doctor made the long drive down to the old inlet town only to find that he had been called too late. The lad died from what the doctor says was undoubtedly a severe case of pneumonia.

Eva Jones, who had an attack of stomach flu, is back on the job at Sally's.

E. W. "Red" Doughty

KFQD's operator does radio repairing.
Send your radio troubles to Red. In care of
KFQD Anchorage

Sally's Cafe

Palmer, Alaska

"The Home Of Good Food"

Prompt Service and Cleanliness Always.

Ed Allen, Prop.

Fly To Juneau - Seattle

Planes Leaving

Wednesdays and Saturdays

Passengers - Mail - Express

For Further Information

PHONE

95 - OWL CAB - 95

Anchorage, Alaska

"We Never Sleep"

Agents - Glass Flying Service

Arctic Airways

Harry O'Neill, Palmer Agent

Subscribe to the PIONEER

Advertise in the
PIONEER

Palmer Personalities

A good lesson in how to start a farm can be obtained by a visit to Tract No. 175 where Scotty (Lawrence to you) Dreghorn and his family have settled.

Scotty comes from Wolverine, Michigan, and No. 175 is the tract he was awarded at the original drawing. Scotty is 43, which was high in the ages of the original colony group, and with Grace, his wife, there are eight in the family. William, the oldest boy, is 14; Gordon, 12; Mary, 11; Lawrence Jr., 9; Hamish, 1½, and a brand new baby girl born October 18.

Scotty was born at Peterhead, in Aberdeenshire on the east coast of Scotland, and you'd never doubt the country once you hear him roll his r-r-r-rs. There is still a lot of thistle-down on his tongue.

Peterhead is one of the largest fishing ports in the world, boasting three straight miles of market wharves.

Scotty came to America as a lad and was naturalized when he attained his majority. He was back in Scotland for a visit when the war broke out and he joined up, serving with the "kilties" in a regiment of the justly famous Gordon Highlanders, those of the flashy green and yellow tartans.

Scotty isn't very large, but he's physically a pretty tough specimen. He had to be to go through four years of battling in France, interspersed with campaigns in both Italy and Egypt. Proof of a grateful government's appreciation of Scotty's soldiering can be seen in the medals he is entitled to wear—six of them. Scotty does not have to look at the medals to remember he was in the war, though. A shrapnel wound is a constant reminder of those tough years.

And after the war was over Scotty came back to America. He was trying to make a living with dairy cows and a raspberry patch when the chance came to sign up for the colonization project here. It didn't take the Dreghorns long to make up their minds.

Once on his tract the plans for a new home began to take a definite shape. Now he has a comfortable house, a barn, hog house and other buildings. He has 26 acres all plowed and a total of thirty cleared. This winter, he says, will see the clearing up of the first forty. His, like most of the others in the Butte section, is an 80-acre tract.

His plans are for dairying. Already he has eight cows and heifers, five of which he raised himself. He bought only three cows, and they were the cheap-

est the corporation had to sell. This wasn't because he was Scotch, but because Scotty can tell a good milker when he sees one even if they are poor and badly run down after a long ocean trip. He soon had his stock right up in fine shape, and with Donald Parks, his neighbor, was the first to attempt commercial production of cream. They shipped to Anchorage over a year ago, but this was a failure due to the transportation costs. Now that the creamery is open he will soon be realizing on his investment in cows. In fact, he is right now. Scotty is supplying the hospital, the dormitory and a number of the staff families with milk. William Brings it to town with him on the school bus each morning.

Scotty sees independence in his new farm and says "Just try and run me out of this country." He says he is here to stay. We believe him.

DRESSMAKING ALTERING REPAIRING

All Work Neatly Done

**

MARGARET ROOP

Eggs -- And How!

Out of the 18 to 25 eggs Mrs. Frank Worden of tract 10 gets from her hens every day she finds at least two and sometimes three double yolkers.

Classified Ads

RATES: Fifteen cents per line for first insertion; ten cents per line each subsequent insertion. Count 5 words to the line. Minimum charge fifty cents.

WANTED—100 eight foot, and 100 six foot fence posts. See Walter Pipple, Tract 106.

FOR SALE—Fifty-seven acres of fine land near Wasilla. Right on the highway and railroad, with Cottonwood Creek running across one corner. A wonderful location. \$450.00. See Allman, PIONEER office.

WOOD BUZZING—Good portable rig and prices reasonable. Bill Hynek. Tract 91.

FOUND—A "Flood Control" book by J. A. Loyer, Tract 62.

WANTED—Will pay cash for gasoline washer. Must be in good condition. Inquire at PIONEER office.

FOR SALE—1931 Chevrolet Sedan. Recently overhauled at cost of \$102.00. In fine shape. Been run only 25,000 miles. Gus Swanson, Wasilla.

LOST—A topcoat with Wm. H. Black Co. the maker. Light gray in color. See Fritz Hermon.

FOR SALE—1931 Studebaker Dictator. Good shape. New battery. New heater. Good rubber. A bargain. See Ed Coffey or Jack Allman.

TRADE—firearms, telescope sight, weaning pigs, Leghorn pullets for cash, or what have you. J. V. Kirsch, Tract 64.

BOAR SERVICE—Fine big boned, large bodied Duroc. J. V. Kirsch, Tract 64. N12

WANTED—Paper hanger to do two rooms. Everything, including tools, on the place. J. V. Kirsch, Tract 64. N12

FOR SALE or TRADE—Model T Ford pick-up. Good shape. \$100.00 or Piano. Harold Davis. t3D3

FOR SALE—Cleaning fluid, 50c per gallon. Bring your own containers. Felton's Store. tD10

FOUND—Red Plaid Cruiser between Camp 9 and Palmer. Owner call at Pioneer Office. tt

COLONY COBBLER SHOP—Now open from 8 a. m. to 4 p. m., six days a week. Lawrence Ubert. t4D10

FOR SALE
Two Room House - Furnished
Built-in Features - - Celotexed
Porch
A fine house built entirely of
"Outside" Lumber.
Price \$350.00

On Skids And Easy To Move
See Jack Allman, PIONEER OFFICE

KROGH'S STORE

MATANUSKA, ALASKA
GENERAL MERCHANDISE

"QUALITY ALWAYS"

Pontiac Dealer

Pontiac DeLuxe Touring Sedan
Just nicely broken in. Nearly at cost.

Pioneer Store Of Palmer

Clothing, Notions, Candies, Tobaccos
Wines and Beer
Of All Kinds

J. W. Felton

JACK'S BARBER SHOP

Ladies Haircutting a
Specialty

JACK COPE, PROP.

Dunklee Building
Palmer, Alaska

FOR SALE

Young mink from the Caswell Lake Fur Farm. Olson and Overby . . . Largest Fur Ranchers in Alaska.

Caswell Lake, Aaa.

**Staple and Fancy
Groceries
Premium Hams
and Bacon
Fresh Butter and
Eggs Also
Local Vegetables**

Palmer Trading Co.
Horton Bldg.

North End Palmer. .

(Continued from page one)
the Palmer Cafe will serve wine with meals . . . and Oskey will make a drug store out of Bert's. You ever look at his cash register? It's got a key marked autos, another clothing, another sporting goods . . . and maybe there is one marked drugs, but we doubt it.
No, Downtown Palmer can still hold her own.

Classified Ads

FOR SALE — Marquette car. Coach, 5 passenger. \$300.00. Excellent condition. Inquire at PIONEER Office. t1

FOR SALE—Two brand new 4.75 x 19 tires, still in the wrappers. Price \$16.00 Cost \$20.00 here. Inquire at PIONEER Office.

**At Your Service
-The-
Colony Bakery**

Palmer, Alaska
JOE JANY AND WM. GUSSIE PROPS.

Basketball

**Double - Header
Saturday, November 28**

Opening Season Of 1936-37

Palmer A. A. VS. Anchorage Antlers
7:30 P. M.

Wasilla Rubes VS. Anchorage Signal Corps
8:30 P. M.

**Dance Following Last Game
Music by Anchorage Serenaders
Plate Supper 25c
General Adm. \$1.00 Students 50c
Transportation Furnished**

BERT'S

ALASKAN

CHRISTMAS AND GREETING CARDS
ALSO MANY DESIRABLE CHRISTMAS GIFTS

NEW STOCK OF SPECIAL HIGH GRADE WINTER CLOTHING

DRUG SUNDRIES
KODAKS

ROYAL TYPEWRITERS
TOILET ARTICLES

SHEAFFER PENS
COSMETICS

LENDING LIBRARY FOR THAT WINTER READING

BERT'S
"IN STEP WITH GROWING ALASKA"