

MATANUSKA VALLEY

61 30' N. Lat.

149 15' W. Long.

PIONEER

BUY
"MATANUSKA MAID"
PRODUCTS

Vol. I

Palmer, Alaska

May 7, 1936

No. 38

MAY 16th CHOSEN AS "COLONY DAY" FOR THIS FIRST YEAR

The first annual colonists' celebration in observance of their arrival in the valley will be held on Saturday, May 16th, the date being chosen earlier than was at first anticipated because on this day Hon. John W. Troy, Governor of Alaska, and Dr. Ernest Henry Gruening, Director of the Division of Territories and Insular Possessions, will visit the valley.

There will be addresses by both the Governor and Dr. Gruening, and there will be sports and contests with suitable prizes. In the evening there will be a big free dance at the community hall. Transportation will be furnished and the busses will make their routes so as to land their loads at the community center at 11 o'clock.

Coffee and boiled ham will be provided for the noon meal, but colonists and old settlers are expected to bring the balance of their lunch. It is especially important to bring your own cups and other utensils.

All arrangements have been turned over to the local post of the American Legion whose regular committees are being aided by colonists and non-member staff employees.

Transportation Committee: Emil La Walters, Chairman; George Black and Harold Thuma.

Food and serving: Lawrence Rorrison, Chairman; Elmer Waugh, Bill Bouwens and the Legion Auxiliary.

Equipment: Legion Building Committee, Lawrence Arndt, Chairman.

Program: Walter Huntley, Gen. Chairman.

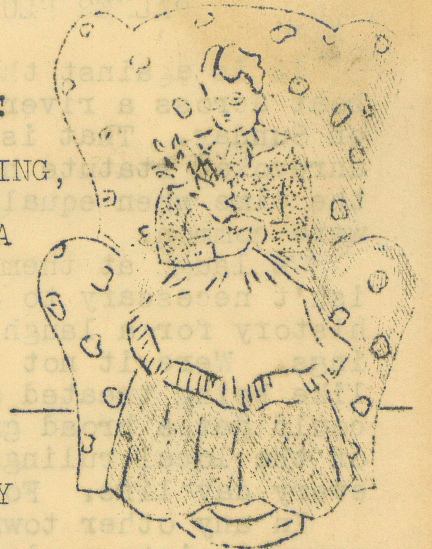
Music and speeches: Legion Entertainment Committee, Einer Huseby, Chairman.

Athletics: Jack Allman, Chairman. Driving contests, etc: Walter Pippel, Chairman.

Dance: Francis Biggs, Chairman; Don Irwin and Fay Stoddard.

Because the date has been put ahead from the 23rd as first planned arrangements are somewhat delayed, and though time has been shortened and all committees are handicapped

DON'T
FORGET!!
SHE IS WAITING,
HOPING FOR A
LETTER
FROM YOU
ON
MOTHERS' DAY



it is hoped that there will be sports enough to keep everyone interested. Better bring in your teams, fellows, and enter into the contests for farm wagon races and team pulling contests.

There will be a pie-eating contest for the boys twelve or under, with both pies and prizes supplied by Horton's Valley City Cafe.

There will be spoon and egg races for girls under twelve with prizes by Bert's Drugs. First is a Baby Brownie with a roll of film and the second prize is a Nomar Kodak with film. Third prize is a big Scrap Book.

Oh, yes, in the pie eating contest there will only be ten pies and the first ten to register at the pioneer office will be the entrants. First prize \$1.50, 2nd \$1.00 and 3rd 50¢. The rest of the contestants will get 25¢ apiece.

A sack race and a potato race for boys or girls under sixteen will be held and prizes of house games will be presented by Koslosky's Store. All prizes are worth fighting for, so come prepared to win something.

Announcement will be made on the grounds as to prizes for team pulling and farm wagon races. There will be nail driving contests for the ladies, too.

All in all we look for a big time, and though this is the first of what will be an annual valley event we expect to put up a mark for next year's committee to shoot at.

May 7, 1936

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THE MATANUSKA VALLEY PIONEER

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PALMER BLUE LAWS

It is against the law to row a boat across a river in Connecticut on Sunday. That is, of course, an unrevoked statute handed down from the time when equally asinine laws were common.

We laugh at them today, but it isn't necessary to go back into history for a laugh at foolish rulings. Were it not that we all dislike being treated as children we could get a broad grin out of some of the local rulings governing our every day life. For instance:

In any other town in Alaska one can walk into a place, get a drink of beer, and walk out without being forced, by law, to buy something that he probably doesn't want.

In Palmer there is a ruling -- the Lord only knows why -- that the only beer-selling permit obtainable is what is known as a 'restaurant license'. This means that if you want a drink of beer you must purchase and have before you while drinking, an edible sandwich or other food. If anyone thinks this is a deterrent to drinking he should watch the effect of such a ruling.

A Palmerite pays for his sandwich when he buys his first beer, then, so as not to spend any more foolish money during the evening, he sits there and drinks when he might otherwise get up, circulate around, and find some other interest.

There are those who make it a practice to have a cooling drink when they come off shift. It is only 45 minutes till mess, and one doesn't like to spoil a meal with a sandwich. Result: He spends double the money.

Another equally foolish ruling is that under the set-up we have here one cannot buy a bottle of beer and take it home; it has to be consumed on the premises.

If one wants a bottle of whiskey or wine he takes Palmer money to Matanuska or Wasilla and buys it. Or he can send to Anchorage and pay an extra sixty-five cents express.

The great experiment with the well-known 18th amendment proved that lack of legalized availability does not make for control. Those

who wanted liquor got it, thus making a farce of prohibition and furnishing one of the strongest arguments leading to repeal.

Why, then, the prohibition here at Palmer? Is it supposed that a small community will react any differently to prohibition than did the nation.

Keeping liquor out of Palmer in the first place was, we believe, the idea of Mr. Frank U. Bliss. A good idea at the time, too. The valley was full of transients last summer and among them uncontrolled drinking was the rule rather than the exception.

But that was last summer. Now Palmer is made up of steady, hard working people who, in the main, dislike being treated as children.

Why is special legislation necessary for Palmerites? Does Juneau or Washington think we are different from the people of other towns throughout Alaska?

They must have a new sheriff or something down there at Jackson Hole, Wyoming. Jim Simpson says he has word that more are coming from that district which is perhaps the best represented town in the valley. Jackson Hokers here are: Jim and Eula Simpson; Helen and Jack Leck; "Abie" and Louis Curtis; Mrs. E., Elizabeth and Irvin, Lozier; Harry Shiers; Bill Gardner; Lou Eyrer and Ray Ferrin.

It hasn't taken long for the Misses Peck and De Armond to get things rolling in their particular lines of education.

This morning they organized two 4-H Clubs with 37 boy and girl members at Wasilla. This afternoon another club of 20 members was formed here at Palmer, and tonight they are to whip a Homemakers' Club into shape at the Butte.

Busy girls, those two Ruths!

During the week Miss Williams, Red Cross Public Health Nurse, and Doctor Albrecht gave practically every student at the Palmer school a thorough physical examination, recording weight and height; and the condition of ears, eyes, teeth and throat. A check-up was also made on lung and heart conditions.

Frank Ring, Tract 93, has been appointed to succeed Father Merrill Sulzman as Fire Warden of the Valley Forest Service. In the next issue of the PIONEER Frank will have some advice to give in the matter of burning over your slashed ground. With these high winds ripping up and down the valley it is important to use great care.

Margaret Snodgrass has taken over the high school classes at the Palmer School, replacing Mrs. Skio Couden who will be operated upon for appendicitis this evening.

More school notes: We hear that wedding bells will toll the close of school for one of the teachers. As a Frenchman might say: "Jamais deux sans trois."

Bill Bouwen sent to Montgomery Ward for 6 pairs of rubber gloves for use in his undertaking work.

Last mail he received a pair of pink silk bloomers, size 10.

Now anyone who has had a north view of Bill going south can readily understand that he has simply no use for them.

The Matanuska Valley may soon be a cow puncher's paradise. A. A. Shonbeck has started out to prove that it is a cattle country by shipping in 200 head. They leave Seattle this week, and will be ranged on the Cottonwood flats.

Vic Morgan and Julius Edmundson are back after ten days of work burning the dead grass off about a thousand acres of the big hay reserve down on Knik Arm. They report the geese passing over in such quantities that their impatient honking makes sleep almost impossible. But, of course, you all know Vic.

The FFA, Future Farmers of Alaska are informed by Colonist F.S. Lee that those initials also stand for an organization known as the Fenceless Farmers of Alaska, an outfit that is open to all settlers who spend their days hunting their own stack, and their nights driving their neighbors' cattle out of the hay field.

The first big fuel oil tank has been put to use. In 50 minutes 6000 gallons of diesel oil was pumped from a car into one of the big tanks back of the power house.

 NOTICE: Because of confusion due to the similarity of names, I hereby serve notice that I will not be responsible for any entertainment debts contracted by Bill Young, Sr. (Paid Ad) (Signed) Bill Young, Jr.

 WANTED TO BUY: Good double bed with springs and mattress, davenport and two overstuffed chairs. See Jeff Morely or leave word PIONEER office.

 FOR SALE: 10x16 house, 2 windows, closet, celotex lined, double floor and built-in kitchen cabinet. \$200. Inquire at PIONEER office.

Because of the condition in which some of the houses of returning colonists have been left, the following memorandum has been issued over Mr. Don Irwin's signature.

"No returning colonist transportation will be furnished where the house is not left in a clean and orderly condition, with all dishes and other articles furnished by the Corporation cleaned and left in as good condition as possible for resale."

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 HOSPITAL NOTES

On Sunday, May 2nd, a 7½ pound baby boy was born to Mrs. Henry Jensen of Tract 29. Both fine.

Wayne Fredericks, 4 year old son of Albert Fredericks, who has his application in for return to the States, has been a pretty sick boy for some days and is now in the hospital for observation.

Teddy De Land, 7, was operated upon for appendicitis Tuesday and is now getting along in fine shape.

Dorothy White, 14, of Wasilla, had her appendix removed last evening and is now resting easily.

Little Roberta Hemmer, Pat's daughter from Tract 44, fell from her daddy's wagon and a wheel passed over her upper thigh, breaking the bone. She is a brave little youngster for 3½ and smiles happily at all visitors when she isn't studiously scrutinizing all the frames, ropes and pulleys of her fracture bed.

Cameron Erickson is being treated for a burned foot.

Kathryn Kennedy had a blood transfusion of 300 ccs, donated by Mr. Ross Sheely. Doctor Albrecht was pleased with the manner in which she responded to the treatment.

Runnar Mattson, who has been convalescing from a herniorrhaphy, has been discharged and is now back at his home on Tract 55.

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 FLASH!

We have just received word that Red Frodenberg of Sally's Cafe is offering cash prizes (\$2.50 - 1.50 and \$1.00) for the winners in a contest to find out who can whistle first after eating 15 soda crackers. Open to anyone under fifteen years of age.

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 SEND PIONEERS HOME TO THE FOLKS.

The days sure start lengthening out fast about this time of the year. Right now it is never really dark unless the sky is cloudy. It is light enough to read out of doors until about 9:30 in the evening, and broad daylight creeps over the hills at 2:30 in the morning. The sun rises in the north-east and sets in the north-west, with the result that the northern sky holds its reflection throughout the full 24 hours.

O. O. KROGH PONTIAC DEALER

CARS NOW ON DISPLAY - MATANUSKA

A REAL CAR - AT A REASONABLE PRICE

SEE NEW MODEL BEFORE YOU BUY A CAR

PERMANENTS, MARCELLES, SHAMPOOS & FINGER WAVES....LEAVE APPOINTMENTS FOR ALL BEAUTY TREATMENTS WITH

TED McROBERTS

AT THE COLONY BARBER SHOP NEAR THE COMMISSARY AT THE CENTER

THE PIONEER CAB

SPECIAL RATE FOR FISHING PARTIES & THEY'RE BITING OUT AT COTTONWOOD....

MAKE UP A PARTY, THEN

SEE

GEORGE LEMMON PROPRIETOR

THE NORTHERN LIFE OF SEATTLE OFFERS COMPLETE PROTECTION WITH ITS "3 in 1"

LIFE.....ACCIDENT.....AND HEALTH

POLICIES

AND BACKS ITS CONTRACTS WITH A "MILLION DOLLARS IN NEGOTIABLE SECURITIES DEPOSITED WITH THE TREASURER OF THE STATE OF WASHINGTON FOR THE PROTECTION OF ALL POLICY HOLDERS."

See or write

MANLEY E. SWEAZEY, C.L.U.

Supervisor for Territory of Alaska Box 161, Palmer, or PIONEER office

OLE'S COLONY CAB SERVICE

NEW FORD V8 SEDAN - Speed & Comfort

GET OUR CLUB RATES

YOU'LL NEVER KNOW UNLESS YOU TRY

HANS NORDHEIM PROPRIETOR

FOR SALE: A \$37.50 #111 Kodak for \$20.00. Inquire at PIONEER office.

FOR AN ENDURING SOURCE OF PLEASURE AND BEAUTY, WHY NOT BEGIN THAT PHOTOGRAPHIC COLLECTION AT ONCE? YOU ARE CORDIALLY INVITED TO INSPECT OUR STOCK OF KODAKS, FILMS, ALBUMS AND SUPPLIES.

WE SHOULD LIKE ALSO TO SHOW YOU DISPLAYS OF CLOTHING, INEXPENSIVE GIFT NOVELTIES....FOR EXAMPLE, AN ATTRACTIVE BOX OF CHOCOLATE COVERED CHERRIES AT 44¢ ---- MUSICAL ACCESSORIES AND STATIONERY.

NOW THAT SUMMER IS APPROACHING, AND THE URGE TO TRAVEL IS COMING UPON US, THE MARVELOUS FEATURES EMBODIED IN 1936 AUTOMOBILES COMMAND ONE'S WILLING ATTENTION. WE ARE PLEASED TO ANNOUNCE OUR AGENCY FOR PLYMOUTH, CHRYSLER AND PONTIAC CARS, AND WILL BE GLAD TO FURNISH INFORMATION CONCERNING THEM.

THE PLEASURE AND SUCCESS OF A FISHING TRIP WILL BE ENHANCED BY THE CONFIDENCE IN OUTBOARD MOTOR PERFORMANCE WHICH ONLY EVINRUDE CAN ASSURE. WE HAVE THEM AT \$55 AND UP.

BERT'S DRUGS.

Careless burning of slashings during the high winds have been responsible for a number of fire calls to outlying districts.

A call to the Huntley tract brought out a number of trucks with men and equipment. On the same day there was a call from Vonne's and the next day a fire out near Hank La Rose's place got out of control.

VALLEY CITY CAFE

CAKES....PIES...PASTRY AND BREAD

FRESH DAILY

CIGARETTES CANDY TOBACCO

VALLEY CITY BARBER SHOP

NOW OPEN AND

OFFERING YOU THE MOST EXCELLENT

TONSorial SERVICE

VALLEY CITY HOTEL BUILDING

FOR SALE: Zenith 6 tube battery radio set with all new tubes and 'B' battery. \$10.00. See it at the PIONEER office.

Koslosky's Palmer

"The Friendly Store"

BIG SPECIAL SALE

65¢ Ladies Silk Stockings 3 prs for \$1.00
Limited Quantity Men's Sport Sweater coats - \$1.33
Men's Navy Blue Cotton Sweaters, Button Style, \$1.49
Sun Helmets - Special - 15¢

35¢ Pkg Williams Luxury Shaving Cream 23¢

85¢ Pkg Kruschen Salts for 49¢

Hill's Bros Red Can Coffee 1 pound 35¢

RYIAK Knäckebröd - BIG SPECIAL 2 for 35¢

Apples 35¢ doz -

Tuxedo Tobacco 3 for 25¢

Kool-Aid 5¢ pkg

POWDER FOR FLAVORING
SOFT DRINKS & ICE CREAM
1 Pkg Makes 2 qts liquid -

Special 40¢ free Saucepan with every
piece of Vogue Enamelware

FREE

ALL THIS WEEK

MAGIC SLATE

to each child over
6 yrs, accompanied
by Parents - Ask Clerk
waiting on you for these Samples!

Squeeze your
Cookies out of a Tube,
The way a Baker does
ALUMINUM Cookie Press

79¢

Special until entire ship-
ment is GONE !!

" " " "

SPECIAL

Seed Spuds - \$1.50 Sack