

Mayor G. C. Rubel Issues Statement and Proclamation

Yes, "Helzapopin" Again—And This Year Bigger and Better Than Ever Before

Considerable confusion or misunderstanding seems to have been raised in the past few weeks in regard to the "HELZAPOPIN" celebration to be held in Buckeye, Oct. 29th, 30th, 31st and Nov. 1st.

In this connection it may be necessary to state that the object of "HELZAPOPIN" celebration in Buckeye is two-fold in character. First—the citizens of Buckeye are, on this occasion, celebrating their fifty-first anniversary. In the second place, all funds raised through the medium of this celebration, will be used for the benefit of the crippled, aged, infirm and unprivileged. The funds this year, as on the one previous, will be used for the above purpose, that is to say, food, clothing and other necessities—with some luxuries including toys to make the Christmas of 1936 the biggest and best ever enjoyed—by everyone in Buckeye. PEACE AND GOOD WILL TOWARD MEN, is the motto of the Chamber of Commerce and the City Council of Buckeye, together with other civic organizations, regardless of whatever comment, favorable or unfavorable, that will emanate from the injunction suit filed and heard in the city of Phoenix.

In discussing this injunction suit with the officials of the Chamber of Commerce, the City Council and other civic organizations of the Buckeye community, it has been discovered that the complainers in that case were largely residents outside our Town of Buckeye and in some instances it is found that those complainers are not even tax payers, "but this," said the president of the Chamber of Commerce, "will have no effect on the distribution of benefits accruing from the 'HELZAPOPIN' celebration. It is the intention of those interested in this celebration to do their best to make this the greatest celebration ever held in Buckeye, and they declare that from the receipts received from this big event, there will be no distinction in distribution of Christmas Cheer to those in need. Therefore the Mayor of the Town of Buckeye, has issued the following proclamation:

PROCLAMATION To the Citizens of Buckeye and The Buckeye Community

Greetings:
I, George C. Rubel, Mayor of the Town of Buckeye, realizing fully the importance of advertising this community, and of providing Christmas Cheer for those who are in need. And not unmindful of the fact that to build bigger and better communities, each element, and every element connected therewith is a part of that community. And believing that through the method of "HELZAPOPIN" we may procure funds for a bigger and better Christmas, advertising the Community of Buckeye, and promoting the general interest and welfare of this Community to a greater degree, do hereby Proclaim October 29th, 30th, 31st, and Nov. 1st as four days of general festivity devoted to the up-building of this community and the betterment of our citizenry.

AND I DO HEREBY RESPECTFULLY REQUEST, that you and each of you as citizens of this great empire, within an empire, lend your most earnest efforts to that end that our visitors may depart in peace and with that fond recollection that four days in Buckeye were happy days, the memory of which will linger. And in view of this earnest desire that all within our midst may participate in the joys that are on these days, I do hereby tender the keys of the city with a genuine God Bless You—WELCOME TO BUCKEYE.

Signed: G. C. Rubel

WHISKER KITTY PRIZE FOR BEST BEARDED MEN

A Whisker kitty has been set up in various business places in town. This kitty is to be given to those who have the best beards. Judging for the beard contest will be done by F. H. Scheid, secretary of the State Barbers' Board.

Every entry in the beard contest must have a number. These may be secured from John Stan-

BUCKEYE VALLEY NEWS

and BUCKEYE REVIEW

VOLUME 9.

BUCKEYE, MARICOPA COUNTY, ARIZONA, THURSDAY, OCTOBER 29, 1936.

NUMBER 44

20,000 Expected For "Helzapopin" Celebration

Celebration To Open Thurs. With Parade

BINGO; And the big celebration is on! Here comes the Parade, headed by Governor Moeur and Mayor Rubel, accompanied by National Guards on both sides of the car. Oh, Boy! did you ever see such a parade. It must be two miles in length, at least.

The parade starts from the high school and is going to pass by the Judges stand on the bank corner twice so that they can decide who wins the various prizes that are being offered by the different individuals and business concerns.

Say! Have they got some swell prizes for this parade? Listen:

Ladies' prizes—best costume—electric toaster to be donated by Central Arizona Light and Power Company.

Ladies' second prize, most comic—coffee maker, by O. S. Stapley Co.

Best cowboy—box of cigars, by Baswitz Tobacco Co.

Most natural cowboy—carton of cigarettes, by Bob's Cafe.

Largest Spanish family—\$1.50 in groceries, by Abraham's Grocery.

Largest Colored family—\$1.50 in groceries donated by Pay'n Takit.

Largest Indian family—\$1.50 in groceries, by Pay-Less Market.

Boys prizes: First prize—best cowboy outfit—hat by Toggery.

Second prize, comic outfit—shirt, by Toggery.

Girls: First prize for best suit—pen and pencil set, by Majors Co. Second, most comic, silk handkerchief, by Saba's Department Store.

Largest group of school children accompanied by teacher's—50 bottles of milk, by Long's Dairy.

Pre-school-age children: First (Continued on page three)

Latest In Film Equipment Added To Roxy

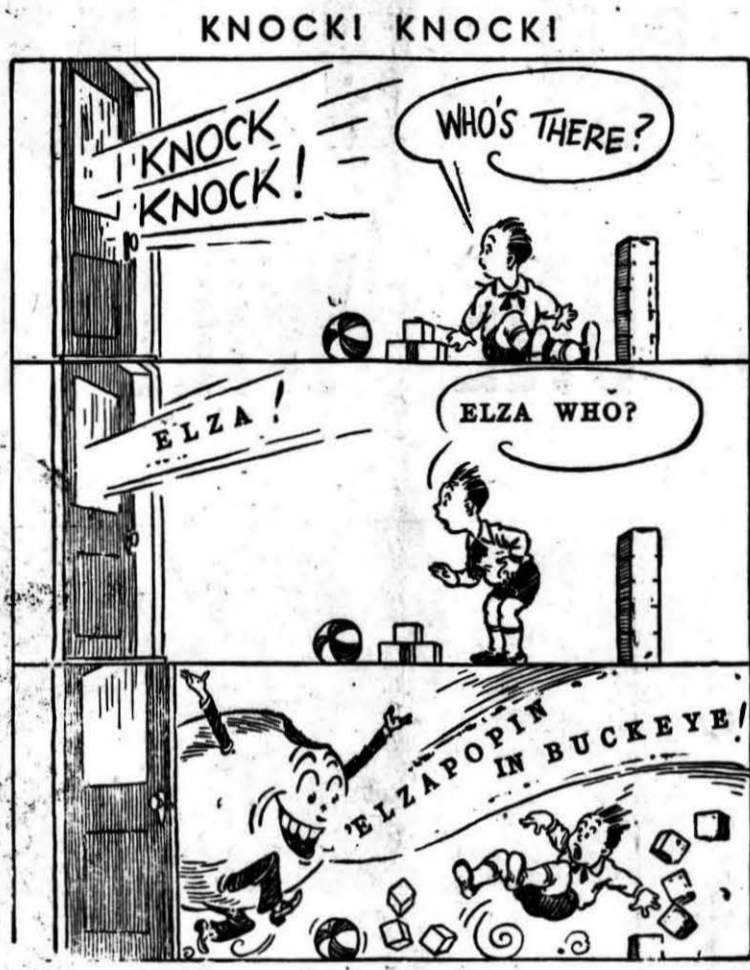
In keeping with its policy of offering only the best in motion picture entertainment, beauty and comfort, the Roxy Theatre announces the installation of automatic curtain control and light blending devices at an approximate cost of \$1,000.00. The installation is to be completed in time for Los Dias Viejos celebration, it is said.

The main idea behind the addition is to add 100% completeness in each program presentation. The Loudermilk Bros., owners of the Roxy, say "We do not permit our theatre to deteriorate, but try always to keep it modern and attractive. As a retail merchant of entertainment we do not sell a tangible article of definite cash value, rather, we sell a stimulant of human emotion and the surroundings we offer must be as agreeable as possible. Only by offering comfort and beauty can we be sure that patrons really enjoy the efforts that have been put into the filming of the modern picture. It is also anticipated by the management to produce prologues and short vaudeville sketches in the future, at which time the new devices may be used to good advantage.

Especially booked for the week of Dias Viejos celebration, the Roxy will offer the following: Wednesday and Thursday, "BIG HOUSE"—all star cast, including Wallace Beery, Chester Morris and Robert Armstrong.

Friday and Saturday "THE TEXAS RANGERS" with Fred MacMurray, Jack Oakie and Jean Parker; and Sunday "SING BABY SING" opens with Alice Faye and Adolphe Menjou.

ley at the OK Barber Shop, for any additional information in regard to the beard contest, see Mr. Stanley.



Three Day Rodeo Special Attraction For Celebration

COTTON DISPLAY ONE OF THE BIG ATTRACTIONS

On of the biggest attractions of the entire celebration will be the Cotton Display. Much time and hard work has been spent in preparing this magnificent demonstration which is more than worth every one's while to come and see.

In this display the progress of cotton will be shown in its different stages from the planting of the seed to the finished product. Small bales of cotton will be ginned and sold to the public as souvenirs of the celebration. Never before has such a demonstration been put on in this section of the country.

Clyde Wilson is chairman of this display. He has been in charge of the decorating and building of the display. The booth is being erected by the Cady Display Company of Phoenix, and they have certainly done a fine job. If you miss this display, you are missing one half of the entire show.

HIGH SCHOOL PLAY CAST HOLDS POT LUCK SUPPER

Buckeye Union high school is sponsoring a very modern up-to-the-minute comedy to be presented Nov. 9. The play is entitled "Let Who Will Be Clever." The high school has been noted for the plays that it has put on in the past, but this one tops them all—Be sure and plan to see it—Monday, Nov. 9.

The cast includes Wilmer Harper, Irene Hunter, Edith Makin, Dick Miller, Alicia Van Petten, Richard Currens, Ida Hale, Rex Luce, Beth Hamilton, Ed McElhane, Miss Lillian Vezzetti is in charge of the play and she is keeping the cast in a lively mood.

Last Sunday evening a practice was held from 4:30 to 6:30. After the practice a pot luck supper was given in the Home Economics room—a clever way of keeping the cast interested, as "all work and no play makes Jack a dull boy."

HI-DE-HO TO HAMLET IN NEW SCREEN HIT

Nobody will be able to complain that "Sing, Baby, Sing" the musical special coming Sunday and Monday to the Roxy Theatre, is limited in scope. The picture literally ranges from hi-de-ho to Hamlet, from bay rum to champagne, from the dizzy speech of Gregory Ratoff to the equally dizzy antics of the Ritz Brothers, and from the swing tunes of Pollack and Yellen, as interpreted by Alice Faye, to the iambic penta-

Ride 'em Cowboy! Yes sir, don't miss any of this big three day rodeo, which will take place at 1:00 P. M. daily, starting Friday. You will enjoy watching those big stars such as Bob Young, Arthur Beloit, and Carl Arnold, all of whom can demonstrate what real riding and roping is like.

Demonstrations of calf roping, Bull Dogging, Wild Cow Milking, Team Tying, Bronc Riding and novelties of all types and descriptions will be put on by these and other great men of the saddle. Here is your chance to see a real rodeo, if you have never seen one before.

The rodeo will be held in Valencia, across the Southern Pacific tracks. Remember every day, starting Friday at 1:00 P. M. New thrills and spills will take place don't miss it.

Phoenix Drum And Bugle Corps To Be Here For Game Friday

The Yuma Criminals shut out the Buckeye Hawks in a game played at Yuma Friday night, 27-0. The Hawk team was held down the entire game by the strong and powerful Yuma boys. Buckeye could not stand up under the power of the heavy Yuma line which had the Buckeye boys out-weighted by a great margin.

Yuma opened up its attack shortly after the game commenced and held an undisputed lead thru-out the game. The light Buckeye backs could not succeed in gaining much ground against the Criminals. Yuma used the second team in the last quarter and the boys proved to be too much for the tired Hawks.

The Phoenix American Legion Drum and Bugle Corps will be here for the game Friday. They will put on a demonstration during the half. This Corps is noted throughout the state and Buckeye is very fortunate in having them here for this game with Peoria Friday night.

meter of William Shakespeare, as interpreted by Adolph Menjou. Mr. Menjou, incidentally, upsets a personal tradition of fastidiousness by roaming around in a nightie, in a sequence which adds nothing to his reputation as one of the world's best-dressed men.

Besides the comedy of Gregory Ratoff, Menjou and the Brothers Ritz, the picture is punctuated by the stoozing and counter-stoozing of Ted Healy and Patsy Kelly.

Cotton Queen To Be Spotlight Of Celebration

The main event of the entire celebration is the Cotton Carnival. As you know, a Queen will be selected and the coronation ceremony, a very beautiful and impressive affair, will take place at 11:00 Saturday night.

The throne will be beautifully decorated with all sorts of lovely flowers and mounted on a pyramid constructed entirely of bales of cotton. As the orchestra plays, the newly elected queen will enter accompanied by the girls who lost, who will serve as maids of honor.

The girls who have been selected are to be sponsored by the various Cotton Growers are as follows:

Amie Schweikart—sponsored by C. O. Vosburgh.

Lora Sparks—sponsored by L. D. Steward.

Irene Hunter—sponsored by Fred Faver.

Alicia Van Petten—sponsored by J. C. McElhane.

Obra Shepard—sponsored by S. Carl Miller.

Mildred Montgomery—sponsored by Allen Belluzzi.

The Queen will receive a beautiful 17 jewel Elgin wrist watch and the gown worn at the coronation, will also be given to her.

The gowns to be worn by the contestants were selected by Mrs. Charles Harper and Mrs. Earl Herring.

The contestants for Cotton Queen are to appear in the parade on a special float. The votes for Queen may be purchased now from the various contestants and from those working for them. So do your best to put your favorite on the throne.

Buckeye To Have Novel Band For Celebration

"Successful negotiations have been completed with Bob and Dick and their Texas Tune Tusslers" said Ralph Nuttall of the Helzapopin committee, Tuesday, and we are having them here for our dances."

Bob and Dick and their Texas Tune Tusslers are jointly and individually accomplished musicians and entertainers.

Lowell (Cindy) Sanders, banjo, is the boy who made an airplane tour of the United States with the late Will Rogers, donating all receipts to charity.

Noeman (Chico) Baker, fiddler, was one of the original Dixie Novelty Boys before joining Bob and Dick in Piedras Negras, Mexico, where he acquired the nickname which he has since been known by.

Ballard (Bat) Tanner, bass fiddle, was formerly bass player with Stan Hall and his band of a million-airs in New York, and is an Oklahoma product.

Bob and Dick Stall, tenor and standard guitars, were a singing radio team for about six years prior to their organization of the Texas Tune Tusslers and have gained popularity over most of the important stations in the Middle West, south, West and Mexico.

Tentative plans have been laid for the band to make several personal appearances on booster trips for the "Helzapopin" Rodeo. Although definite arrangements have not as yet been made, it is understood that the trips will be made for the two or three days prior to the celebration, if negotiations are completed.

When asked what was unusual about their band, Bob and Dick said "not only is it smooth and polished but we specialize in SWING STRING music. If you want to hear what a SWING STRING BAND sounds like, come on out to Buckeye."

"HELZAPOPIN"—the celebration you have been waiting for is here at last, bigger and better than was ever thought of a few months ago. A celebration as was never before put on in a town many times the size of Buckeye. Hard work and much time has been spent to make this Fiesta what it is.

Arizona: You should be proud of Buckeye for producing such a marvelous and outstanding event—motion pictures are to be taken by Pathe News and flashed on every screen in the country. Buckeye is to be the center of the state for these four big days, crowds up to 20,000 are expected to be on hand.

People are coming from all over to see the "whiskered boys of Buckeye" of whom they have heard so much the past month—they want to see what this "Helzapopin" is all about.

Visitors: Buckeye welcomes you to the second annual Dias Viejos celebration—amusements of all sorts awaits you. There will be "Helzapopin" every minute from the beginning to the end. There will be rodeos, exhibits, of all types, games, rides, side shows, dog and pony shows, dancing the four nights, with music by the famous Texas Tune Tusslers of Radio fame.

A big rodeo every day featuring those great men of the saddle—Arthur Beloit, Carl Arnold, Bob Young and many others of great fame, will demonstrate their skill in riding, roping, and many novel tricks that takes plenty of nerve to perform. Here is your chance to see a real Big Time Rodeo.

Don't miss the Cotton Carnival, and the Coronation. This is to be a very beautiful and impressive ceremony. The Queen will be elected by means of votes and shall be presented with a gold wrist watch.

Come on folks, Buckeye is all set to show you the grandest time you ever had in your life—a chance to forget your troubles. LET'S GO! "HELZAPOPIN"—HOORAY!!! BUCKEYE!!!

ROXY THEATRE BUCKEYE

FRIDAY & SATURDAY

The American

"BENGAL LANCERS"

Those courageous men who made it possible to open up a vast empire in the West—

"THE TEXAS RANGERS"

—Starring—

FRED MACMURRAY, JACK OAKIE, JEAN PARKER, also Chapter No. 2 of the new serial—"FLASH GORDON"—The Pit of Terror.

SUNDAY & MONDAY

A new kind of a merry, mad musical, packed with plenty of comedy and the new songs you hear over the radio—

A Twentieth Century-Fox super musical

"SING BABY SING"

—with—

Alice Faye, Adolph Menjou, Gregory Ratoff

TUESDAY—BANK NIGHT

\$45

and on the screen Fred Stone—in—"GRAND JURY"

WEDNESDAY—THURSDAY

You asked for it, here it is—"His Brother's Wife"

A picture you will long remember bringing together those two perfect lovers—Barbara Stanwyck, Robert Taylor with Jean Hersholt.