

RIALTO LAUNCHES ORGANIZATION FOR BOYS AND GIRLS

The staff of the Fox Rialto theatre has been busy for weeks arranging to launch the Mickey Mouse club, this being an organization suggested by the Mickey Mouse cartoons in sound, but embodying a number of patriotic and citizenship-building principles.

The primary purpose of the Mickey Mouse club is to furnish entertainment for boys and girls and at the same time teach them to be good little citizens.

For instance, here is the creed of the Mickey Mouse club:

"I will be a square shooter in my home, at school, on the playground, and wherever I may be. I will be truthful and honorable, and strive always to make myself a better and more useful little citizen. I will respect my elders and help the aged, the helpless and children smaller than myself. In short I will be a Good American."

For the information of adults, particularly parents, the Mickey Mouse club has its own officers and ritual and the formal ceremonies, which will be a part of every matinee-meeting, and all other activities of the club will seek to implant the principles embodied in the creed.

With patriotic and citizenship-making phases, the Mickey Mouse club provides good clean fun and entertainment for its members—lots of fun in the form of touring and educational pictures and stunts, contests, try-outs, etc.

The first Mickey Mouse club was formed in Ocean Park, California, and now has a membership of more than 100 boys and girls. Others have followed in numerous communities up and down the Pacific coast and the movement has spread to all portions of the country.

Boys and girls who require Mickey Mouse club membership application blanks at the official Mickey Mouse Stores, should present them properly filled out, at the opening Mickey Mouse matinee next Saturday and the following Saturday they will receive membership cards and buttons.

EAGLE POINT GRANGE ENTERTAINS SATURDAY

EAGLE POINT, Ore., April 30. —(Special.) Grange is in a hubbub this week preparing for the big event Saturday night. Dinner will be served at six p. m. and a splendid menu has been arranged at a nominal price per plate.

There will be no charge at the gate and no charge for seats. Just a community dinner to which all neighbors and the community are invited. Plays and stunts will be in charge of the officers and will be continuous until midnight.

A Message For Boys and Girls

from the Manager of FOX RIALTO THEATRE

Dear Little Friends:—

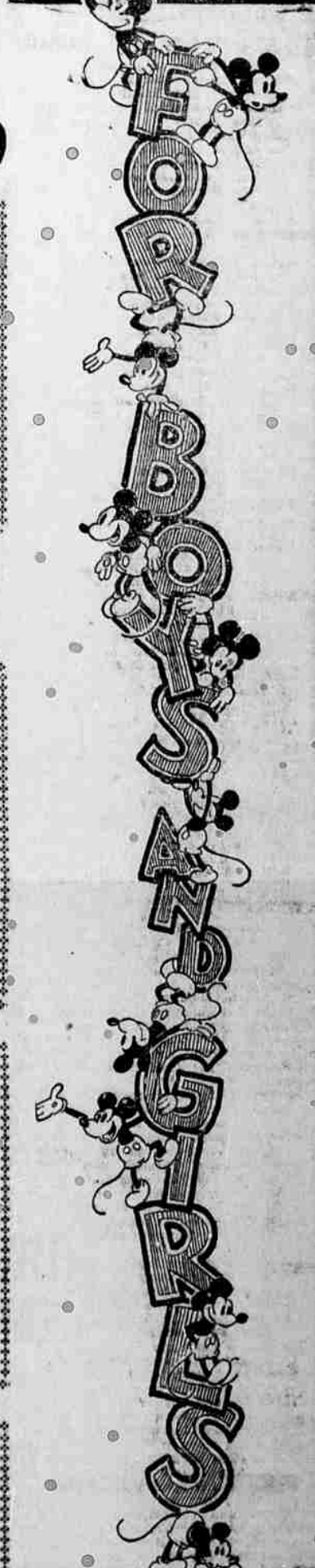
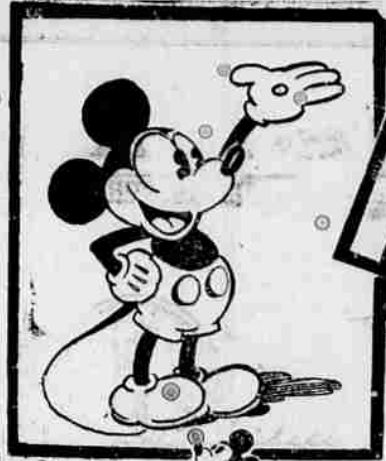
A short time ago I read, in one of the theatrical publications coming to my desk, something about the MICKEY MOUSE CLUB for Boys and Girls. The article mentioned how much fun it meant for its members, how it helped them to be good little American citizens, and rewarded them for good behavior in the home, good work in the school and good sportsmanship on the playground.

Believing no community in the United States has finer boys and girls than ours, I naturally, was interested and from Mickey Mouseville at the Disney Studios in Hollywood, Cal., I obtained all information. I wish I had the space here to pass what I learned on to you—but this is out of the question so all I can tell you here is to take my word for it that you're going to be ever so happy that we're going to have a MICKEY MOUSE CLUB in this community.

I cannot urge you too strongly to lose no time in securing and filling out a Membership Application Blank, for this will entitle you to Official Membership Card and Button, which, in turn, will mean participation in lots of good times and other privileges and benefits.

Trusting to number you among my MICKEY MOUSE CLUB pals,

THE MANAGER



ANNOUNCING THE INAUGURATION — OF THE — MICKEY MOUSE CLUB



SATURDAY, May 3rd at 12:30

What the Mickey Mouse Club Is and What it Means To, and For Boys and Girls

The Mickey Mouse Club is an organization for boys and girls with its own officers, creed and ritual (ceremonies), etc. Regular weekly meetings will be held at 12:30 o'clock every Saturday in the form of matinee-meetings at the FOX RIALTO Theatre, which is launching and will sponsor the Club. In addition to the special, all-different programs to be held each Saturday in the FOX RIALTO Theatre, stunts, try-outs and contests will be staged and numerous other events arranged for members. In short, there will be something going all the time for Mickey and Minnie Mouse boys and girls who are members of the Mickey Mouse Club are known. Officers to be appointed temporarily at next Saturday's matinee-meeting are: Junior Chief Mickey Mouse; Chief Minnie Mouse; Junior Master of Ceremonies; Song Leader; Cheer Leader; Courier; Color Master and Top Sergeant-at-Arms. Regular elections will be held the first Saturday of each month thereafter. All boys and girls should secure membership application blanks (they are available now at any of the Official Mickey Mouse Stores listed below) and present same properly filled out at the first or opening Mickey Mouse Club matinee-meeting at the FOX RIALTO at 12:30 next Saturday. That's all—except to once more urge you to lose no time, boys and girls, in calling at one of the Official Mickey Mouse Stores for your Mickey Mouse Club membership application blank! These are free and will be furnished you gladly. Then be sure to fill yours out and bring it with you to the FOX RIALTO next Saturday noon so you can enjoy the first or opening Mickey Mouse Club matinee.

OFFICIAL MICKEY MOUSE STORES

Canada Mutual Insurance
Humboldt Youngsters

ECONOMY MEAT MARKET
Nichols & Achyba

Micky and Minnie Mice buy their meat here.

206 E. Main Phone 46

Jurman & Woods DRUG STORE
PHARMACY

To the American Family

Which means Mr. and Mrs. Mickey Mouse Sr., and all the little Mickey and Minnie Mice.

Everything in the Drug Line for Home.

TOMORROW

Free camera and films to boys and girls who become 12 years of age in 1930.

Good Things to Eat

Where Mickey and Minnie Mice and their Daddies and Mothers buy good things to eat.

Personal Attention—Prompt Service

H. E. MARSH GROCER

Phone 252 Phone 252

Blue Ribbon BREAD

Made with Malt and Milk Makes Healthy Children

MODEL BAKERY

We specialize in fine pastries and cookies

111 E. Main Op. Rialto Theatre

A Canada Mickey Mouse Is Thrifty.

You'd Be Surprised to Know How Many Have Savings Accounts with Us.

JACKSON COUNTY Building & Loan Association

Brophy's JEWELERS
MEDFORD, ORE.

Where Micky and Minnie Mice come for jewelry, watches, silverware and watch repairing.

COLVIGS Drug Store

Will be headquarters for boys and girls who want to become members of the

Mickey Mouse Club

Next to the Rialto Theatre

We Hope to Make De VOES'

The most popular store in Medford for the Micky Mouse Club.

For Mother's Day

Mickey and Minnie Mice and all the little mice will want to give the one thing only you can give—

Your Photograph

The PEASLEYS

Opposite New Holly Theatre

OPENING MICKEY MOUSE CLUB PROGRAM
FORMAL OPENING CEREMONIES CONDUCTED BY CLUB OFFICERS
Mickey Mouse Song and Yell—Stage Act—Mickey Mouse Sound Cartoon—"Tarzan the Tiger"
HOOT GIBSON In His Latest Big "Roaring Ranch"
All-Talking Western

MICKEY MOUSE CLUB

Ask Your Parents to Read Membership Blanks

Bring Your Parents When You Get Your Blanks