

BIG FREE POPEYE PARTY AT PELICAN THEATRE SATURDAY

Popeye Claims Lost River Milk, Beck's Bread and Spinach His Diet

In an interview this morning with Popeye the Sailor, the Popeye Club Column reporter learned much of the secret of the physical prowess of this maritime adventurer who has established himself in the hearts of not only the kiddies of America but the grown-ups as well. Popeye, the brain child of Segar and brought to the screen by Max Fleischer, has in very short order become one of the screen's most popular stars.

ATTENTION KIDDIES

An honest to goodness column, all your own, known as the Popeye Club Column, will from today on be a regular feature in the Herald and News. Watch for it and write or tell the Popeye Club reporter at the Popeye Club matinees each Saturday morning about your parties, your pets, your vacations and your friends. REMEMBER, THIS COLUMN IS YOUR COLUMN.



and upon being questioned this morning seemed free to talk and was more than eager to give to young America the secrets of his unusual strength and health. Lots of Bread, Milk "I eat my spinach," says Popeye, "and I eat plenty o' Beck's

bread and Lost River milk with it, 'cause I sez they're wholesome!" Popeye's sailor brogue amused the reporter. "It's the calories," continued Popeye, "and the vitamins. Lost River milk and Beck's bread has plenty o' both." "And, Mr. Popeye, what is this club business I've seen advertised so much?" asked the reporter. "It's a cinch!" answered the husky little sailor. "Lost River dairy, Beck's bakery, the Herald-News and Mr. Poole of the Pelican theatre all decided that young Klamath Falls should have a party and I sez it's a swell idea!" The little sailor was enthusiastic and with gestures announced, "and it's to be every Saturday morning at 10 o'clock, except that (Continued on Page Eight)"

Eighth Street to be Roped Off

Through special arrangement the safety of children waiting for admission to the Popeye Party Saturday morning will be assured by the police department, which will rope off Eighth street from Main to Klamath avenue for an hour, and personally handle the crowd to prevent the blocking of traffic on either Main or Klamath. Fire Chief Keith Ambrose, long time popular among the youngsters of Klamath Falls, will also be present.

Beck's Bakery and Lost River Dairy Jointly Sponsor Gala Event

CARL COOK TO BE IN CHARGE OF PARTY

Believing it to be a project of interest, as well as educational value and wholesome amusement to the youngsters of Klamath Falls, the managers of Lost River dairy, Beck's bakery, the Herald-News, and the Pelican theatre have completed arrangements for a children's matinee every Saturday morning throughout the summer.

Programs Carefully Planned Special attention will be given to the programs, every subject being selected with regard for its appropriateness as entertainment for children. Each program is to include a feature picture approved as family entertainment as well as an installment of the screen production of "Flash Gordon," and a group of cartoons, comedies, travel reels, novelties, educational numbers, etc.

Carl Cook, a popular man among the children, will be mas-

Carl Cook



Carl Cook, juvenile officer and prominent in all local child welfare movements, will be Master of Ceremonies at Saturday morning Popeye matinees. (Herald-News Photo Engraving)

ter of ceremonies and will from time to time conduct various stage stunts in which members of the club will be allowed to participate.

First Event Free By agreement among the sponsors, the first party is to be absolutely free to all children under 16. Regular matinee prices will prevail at all following Saturday morning matinees.

Of interest to the youngsters will be the special club membership cards and specially made club buttons. They are on the way here. Free novelties and treats are to be features from time to time, and the informality of the entire affair promises much fun for the youngsters of this city.

A large air line, increasing its schedules for spring and summer, sought to fill several stewardess positions and, although it received approximately 2000 applications, only a few women were found fitted for the jobs.

YES SIR! It's All FREE

BIG POPEYE ORGANIZATION PARTY

11 A. M. ALL CHILDREN UNDER 16 ARE INVITED TO ATTEND THIS BIG ORGANIZATION PARTY

FULL SCREEN PROGRAM

FIRST—

Blow the Bugles!—Beat the Drums! **JOE E. BROWN** is coming in **SONS O' GUNS** From That Famous Musical Stage Hit, with



SECOND— THIRD—



Universal Presents **BUSTER CRABBE** **FLASH GORDON**

On the Stage

Helen Thranent's Dance Studio Presents "POPEYE THE SAILOR" (DANCE) HELEN ISH "SAILOR'S HORNSPIPE" Lola Marie Smith Don George Tommy Coull Bebe George

ALSO POPEYE CARTOON

"COLORED SILLY SYMPHONY CARTOON" "3 LITTLE WOLVES"

"BENEATH THE SEA" Interesting! Educational!

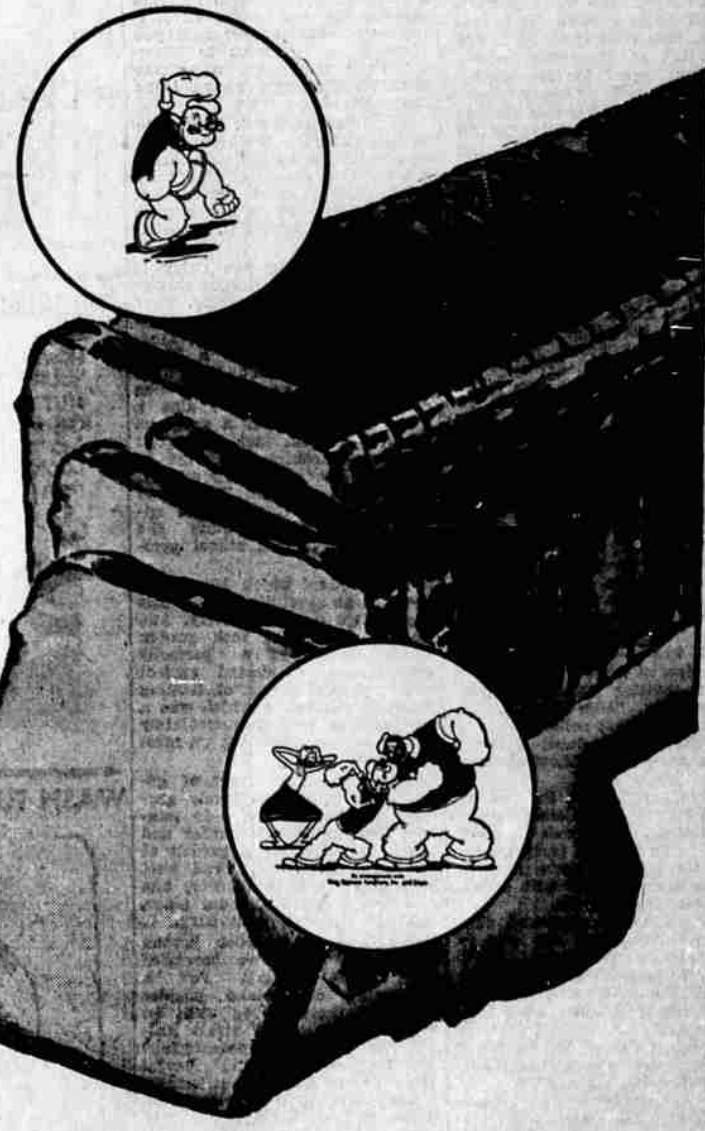
Adventures of the News Cameramen

PELICAN

Join the Fun, Gang!

"I EATS BECK'S BREAD WITH MY SPINACH BECUZ I SAYS IT'S WHOLESOME," Says POPEYE THE SAILOR MAN.

ALL CHILDREN UNDER 16 ARE INVITED TO OUR **BIG FREE POPEYE PARTY** AT THE PELICAN THEATRE SATURDAY MORNING MAY 30th 11 o'CLOCK



Look for the Red, Blue and White Wrapper



BECK'S BAKERY

119 N. 8th Street

Phone 211

HEY, KIDDIES! WE'RE STEERIN' A COURSE FOR A GRAND FUN VACATION

JOIN OUR POPEYE CLUB

ATTEND OUR BIG

FREE PARTY

AND REMEMBER

Summertime Is the Season for

- LOST RIVER ICE CREAM
- LOST RIVER GIANT MILK SHAKES
- LOST RIVER BANANA SPECIALS

AND ALL THE TIME IS HEALTH TIME

IF YOU DRINK GOOD — LOST RIVER MILK

EXTRA! EXTRA! TARZAN WILL BE HERE SOON IN PERSON!

Lost River Dairy

1500 Esplanade

Phone 38