Robin Williams & Shelley Duvall
Star In Musical "Popeye"
Opening ... At ... Theatre

The legendary and beloved avil-armed sailor of the seven seas, who has thrilled billions worldwide for over 51 years, magically comes to life in the new musical "Popeye," a Robert Evans Production and a Robert Altman Film starring Robin Williams as Popeye and Shelley Duvall as Olive Oyl. Opening on ... at the ... Theatre, this production is a presentation from Paramount Pictures Corporation and Walt Disney Productions.

Harry Nilsson, one of the most highly-regarded songwriters and vocalists in contemporary music, composed the music and lyrics for the soundtrack of the motion picture, "Popeye," and the wondrous and compelling world of the amazing sailor is brought to life on stage by the award-winning director and the photography is by Giuseppe Rotunno, A.S.C.

Screenplay writer Jules Feiffer has been called "a master playwright...a deeply felt, complex character...in our generation." With the movie "Popeye," he has entered the world of one of the world's great cartoonists, the famed sailor's originating writer, E.C. Segar, and transformed an internationally-known cartoon strip from King Features Syndicate (with the first strip appearing in 1938 by Bud Sagendorf) into a lively and breathing screen musical comedy.

Producer Robert Evans and director Robert Altman hand-picked a multi-talented cast, headed by Williams and Duvall, which includes Ray Walston, Paul Dooley, Peter Evans, Donald Moffat, MacIntyre Dixon, Roberta Maxwell, Donovan Scott, Allen Nicholls ... and baby-faced Wesley Ivan Hurt as Swee'pee, winning the role when he was just 10 months old.

The performers' roster also includes some 30 unique entertainers, including two generations of Ethiopia's greatest cartoonists, the famed sailor's originator, E.C. Segar, and transformed the narrative into a multi-faceted theatrical presentation, which is being presented in this world premiere of "Popeye" in the United States and Canada.

That is how he is and he's proud of what he is. If people can walk out of the theatre believing Popeye's philosophy and feeling a bit better about themselves, we've accomplished what we set out to do."
Well, Blow Me Down! Robin Williams Brings Complete Creativity To “Popeye”

The seemingly infinite talents of Robin Williams take another magical twist and turn ever-forward as he brings to screen life the most famous swashbuckler of them all—the seven seas in the title role of the big new musical “Popeye.”

From the beginning, the creative team—headed by producer Robert Evans, director Robert Altman, screenplay writer Jules Feiffer, composer Harry Nilsson and executive producer C. O. Erickson—were in complete agreement that the spirit of the film, indeed the entire character of Popeye and his relations with others in the movie, would come from the sailor's wise credo: "I yam what I yam and that's all that I yam." And, extending that further, I like what I yam—swashbucklingly.

Williams began his preparation for the role nine months before filming began on locations in Malta. He became the original King Features Syndicate cartoon strips by E. C. Segar. For ideas about the voice and movement, he watched about 50 of the original animated cartoons produced by the Fleischer Studio in the 30's and 40's.

Williams compared his work on the Popeye voice to gargling with pebbles. He concentrated on pushing his voice down to two low levels, one for Popeye's regular voice and the second for mumbling, which Williams would utilize as a way of "philosophisin'" to himself.

The voice quality came as a great deal of work. He had to move his mouth, and Williams rehearsed talking out of the left side of his mouth with a pipe sticking out of the right. He also discovered that talking out of this side of his mouth helped shut his right eye—a characteristic of Popeye.

Add to this facial contractors, Williams began intensive training in tap dance, acrobatics and basic gymnastics in order to achieve the thin, wiry, little cat-weight of Popeye, and also to attain a level of limberness and looseness.

Before he even ate the spinach, says Williams, who has thoroughly researched his character, "Popeye could move real fast. To he Popeye I had to dance, fight and fly."

It was actually recommended that Williams found the key to his Popeye character that he would utilize for his film. In one of his first meetings, he was already told him, "The thing about Segar's cartoon world is that outside of Popeye, everyone is weak, devious, tricky, essentially corrupt and essentially likeable. Popeye is so righteous, he avoids becoming a 'goody-two-shoes.' He becomes the other side of every- man's corruptibility. That's so above-board and overtated, he becomes very lovable."

Robin and I talked about the openness, and I think he felt the same way," Altman recalls, "when Popeye first comes into town, that he would be much more real than the charac-

Shelley Duvall Becomes First Lady Of Cartoons In New “Popeye” Musical

In the new musical motion picture "Popeye," Shelley tackles the most exciting role yet in her career, bringing to life the First Lady of Cartoons, Miss Olive Oyl herself. It's full circle time because as a child, kids called her Olive Oyl. In past reviews of her films, she has been described as an Olive Oyl look-alike.

It seemed quite appropriate that in January, 1979, director Robert Altman called her in London for the first time saying he'd like to cast Shelley Duvall as the look-alike. She was delighted. She had seen "Popeye" cartoons since the age of five. She was 12 when she got the part. She was told, "You're the spitting image of Olive Oyl;" but Altman said it would be difficult to cast her because she didn't look like Olive Oyl.

"I felt the first time I saw the script, I was called in, it was a big opportuni-

A Final Note Concerning "Popeye"

"Popeye" is not a musical. "It's a musical," Altman insists. "It's the same basic musical, even if it's a different kind. It's a different world. It's a different character. It's a different kind of movie. It's a different kind of story. It's a different kind of music. It's a different kind of comedy. It's a different kind of acting. It's a different kind of everything."
MacINTYRE DIXON portrays Oyl, the frazzled head of the Oyl household, in "Popeye." His other recent film work includes the motion pictures "Health" and "Reds." Among his other film credits are "Starting Over," "Loving," "Alice's Restaurant Movie," and "Thank God It's Friday."

Born in Everett, Massachusetts, Dixon attended Emerson College in Boston where he studied drama. After a tour of duty with the U.S. Army, he worked backstage at New York City's Circle-in-the-Square Theatre. He later became an understudy and got his big chance when he replaced the leading man at a Saturday matinee in Brendan Behan's "Quare Fellow."

Joining the cast of "Popeye," he produced a number of reunions for Dixon as he had worked in Second City with both Paul Dooley (Wimpy) and Richard Libertini (Gezzil), with whom he had formed an improvisational comedy act called "Stewed Prunes" that toured the country in the early '80s.

MacIntyre's Broadway credits include "Twigs," "Over Here," "The Unknown Soldier and His Wife" and "Eul," in which he replaced Dustin Hoffman when the actor was signed for the film "The Graduate."

Dixon lives in New York City with his wife, actress Maureen McDonnell Dixon, and his son, Pip, both of whom play residents of Sweethaven in the motion picture of "Popeye."

**PAUL DOOLEY** first came to the attention of director Robert Altman while he was performing in the off-Broadway production of Jules Feiffer's "Hold Me." Three years and several film performances later, Paul was cast as Wimpy, the world's most famous consumer of hamburgers in the Altman-directed and Feiffer-scripted motion picture, "Popeye."

Within the past year, Dooley gained national and audience recognition for his role as the grumpy head of the household in Peter Yales' "Breaking Away." The New York stage actor's credits also include three previous Altman films: "A Wedding," "A Perfect Couple" and "Health," and also had roles in the motion pictures "Rich Kids," "Slagshot," "Death Wish" and "The Out-of-Towners."

A professional actor since 1952, Dooley has diversified both his performing and writing skills to include stage, television, radio and film. Starting out as a comic cowboy on a New York-based children's TV show, he has performed in summer stock, off-Broadway (Kurt Weill's "Threepenny Opera") and Broadway ("The Odd Couple"), as well as in two Feiffer plays, the aforementioned "Hold Me," and "The White House Murder Case."

A charter member of the New York branch of Second City, he performed with Alan Arkin, Barbara Harris and Joan Rivers.

Having made guest appearances on several TV dramas, he has also written for that medium, including being a regular writer from Public Television's educational series "The Electric Company." He created the young people's soap opera "Love of Chair," involving such notables as J. Arthur Rankin, Fargo North and Decoder, among others. Over the years, Paul has written and performed in thousands of radio and television commercials. He operates his own agency, All Over Creation, in New York. He also co-scripted Altman's "Health."

Born in Parkersburg, West Virginia, Dooley received a Bachelor's Degree in speech from the University of West Virginia. He came to New York in a '48 Dodge and a piano in his pocket and has resided in Manhattan ever since. As a boy, Paul's first ambition was to be a cartoonist, his second to be an actor. The role of Wimpy provides him a unique fulfillment of both goals.

**RICHARD LIBERTINI** portrays the fastidious food-monger of Sweethaven, Gezzil.


Preceding to and in between films, Richard's acting work includes stage and television, as well as live improvisational comedy. On Broadway, he has appeared in "Story Theatre," "Don't Drink the Water" and "Bad Habits." Off-Broadway, he has performed Jules Feiffer's "White House Murder Case," "Plays for Bleeker Street," "Primary English Class" and "The Mad Show." He was most recently on stage in a revival of "Story Theatre" at the Kennedy Center in Washington, D.C.


In "Popeye," Libertini joins two fellow Second City graduates, Paul Dooley (Wimpy) and MacIntyre Dixon (Gezzil). With whom he performed under the title "Libertini and Dixon" and later under the name "Stewed Prunes." The comedy duo toured through the '60s, appearing in clubs in Chicago, Los Angeles, San Francisco and New York. The two revisited their "Stewed Prunes" act in New York in 1974 and again in Los Angeles in 1977.

Nana Oyl, who is the warm-hearted, scatter-brained matriarch of the Oyl family and their boarders, is played by ROBERTA MAXWELL.

With the exception of her work in two recent films, the Robert Altman-produced "Rich Kids" and "The Changeling" with George C. Scott, Ms. Maxwell's acting has primarily centered around the theatre, with a rich and varied career in Canada, Great Britain and the United States.

She began her acting life in her native Canada, playing a myriad of leading roles with the Shakespeare Festival in Stratford, Ontario.

Her initial Broadway appearance was in "The Prime of Miss Jean Brodie" with Zoe Caldwell. She subsequently appeared in the Joseph Papp production of "Slag!" for which she won the Drama Desk Award. She is also a two-time Obie Award winner, honored for her performances in the off-Broadway productions of "Ashes" and "Whistle in the Dark."

On Broadway, Roberta originated the role of Jill in "Equus" and the role of Poria in Arnold Wesker's "The Merchant." Also on Broadway, she was in the revival of "Hay Fever" with Shirley Booth and starred in David Merrick's presentation of the Stratford (Ontario) Festival production of "There's One in Every Marriage."

Ms. Maxwell is a prominent member of the Tyrone Guthrie Theatre in Minneapolis, often performs at the American Shakespeare Festival in Connecticut, and has appeared in several of America's regional theatres, including the Long Wharf in New Haven, the Charles Street Playhouse in Boston and for the Philadelphia Drama Guild.

She recently starred in the revival of two George Bernard Shaw plays, "Pygmalion" at the Ahmanson Theatre in Los Angeles and "St. Joan" for the Seattle Repertory Theatre.

On television, she has been seen as Barbara Weaver in the daytime drama, "Another World," and has
Profiles

Donald Moffat

Moving to Los Angeles, he was introduced to Altman by actor Karl Marrin. He was signed by the director to make his motion picture debut in "Nashville," and also wrote songs for the film.

British-born actor DONALD MOFFAT's role as the troublesome Taxman of Sweethearts was preceded by another film for Robert Altman, "Health," and such movies as "L Rachels, Bridegroom of the Minnesota Ritual," "Terminal Man" and "On the Nickel."

He holds the distinction of being the only actor to have received two Tony Awards nominations for separate roles in the same year for the Broadway plays "Right You Are...If You Think You Are" and "The Wild Duck."

Born in Devonport, England, Moffat made his professional acting debut with the Old Vic at the Edinburgh Festival, appearing in "Macbeth."

Since arriving in the United States in 1956, he has acted in, as well as directed, off-Broadway and on many national television and film productions, both in the U.S. and abroad. Moffat appeared in "Buffalo Bill and the Indians," "Welcome to L.A.," "A Wedding," "An Perfect Couple" and "Health," all of which Altman either produced or directed. Nicholls was associate producer on Altman's "Quintet."

Nicholls received a Writer's Guild nomination for the screenplay of "A Wedding," to which he was a contributor. He co-wrote the original screenplay of "A Perfect Couple" as well as writing most of its music score. For "Health," he co-wrote the song score with The Steinettes (four women who appear in "Popeye" (four women who appear in "Popeye" (four women who appear in "Popeye" (four women who appear in "Popeye"). Nicholls composed and also co-wrote the music for the Altman-produced "Rich Kids."

Donovan Scott

The young, multi-talented actor appeared last year in Steven Spielberg's "1941" and will be seen with Lily Tomlin in the soon-to-be-released "Incredible Shrinking Woman."

His background training as an actor and dancer includes a seven-foot grandfather who weighed 450 pounds. Seventeen pounds at birth, he is six feet tall by the time he was 12 years old.

No stranger to the American musical, RAY WALTSON's role as the cranky and mysterious Comodore in "Popeye" follows a long line of famous character roles he has created. Most notable was his famous tattooed-belly-dancing Luther Billis in "South Pacific" starring Rosario Branzi and Mitz Gaynor and his Tony-winning performance as the irascible devil in "Damn Yankees."


On Broadway in 1948, while appearing as the leading salesman in Tennessee Williams' "Summer and Smoke," he won the Clarence Derwent Award as Best Supporting Actor and was voted the most popular actor in the Variety Drama Circle Poll.

His extensive Broadway career includes a five-play, 20-year association with director George Abbott which includes his memorable role in "Damn Yankees," as well as Rodgers and Hammerstein's "Me and Juliet."


Walston was in the Chicago and London companies of "South Pacific," as well as touring in such productions as "Canterbury Tales," "The Old Couple," "Oliver!" and "The Rivals."

In 1965, Ray starred with Bill Bixby in the TV series "My Favorite Martian," which ran for three years. He has also done guest parts on numerous television programs, in comic and dramatic roles.
The Boardwalk Entertainment Company has released the original motion picture soundtrack album of POPEYE which is being distributed by CBS Records. All of the songs included in the album were composed by Harry Nilsson with the exception of the all-time classic "I'm Popeye The Sailor Man" written by Sammy Lerner. In addition, the composition "I Yam What I Yam" sung by Robin Williams has been released by Boardwalk as a single with "He Needs Me" by Nilsson by Shelley Duval or the flip side. Please contact your local CBS Records representative to arrange record store and radio promotions, as this album promises to be an important merchandising tool.

SOUVENIR PROGRAM

A beautiful 9 x 12 full-color 20-page souvenir program, featuring stills from the film, bios and special details from the original cartoon is available from George Fenners Associates, 254 W. 54th Street, New York, N.Y. 10019, (212) 977-4140.

BOOK PROMOTIONS

Following are three beautiful and exciting POPEYE books which will be available for local promotions. These are important merchandising tools and should be utilized to the fullest extent:

POPEYE: THE MOVIE NOVEL, edited and adapted by Richard J. Anobile based on the screenplay. This oversized trade paperback, featuring 800 full-color frames from the film, is by Avon Books.

POPEYE STORY, by Bridget Terry, which tells "how it all happened, the people, the places, the events" with more than 200 photographs from the film, published by Delli Books.


LICENSED MERCHANDISE

Over 1,000 POPEYE cartoon items manufactured by approximately 200 licensees will be available ranging from bubble gum to 14k gold jewelry, included in this group are some 25 different movie related items such as tees, post cards, games, etc. For information on ordering, contact — Ms. Golo Goldman, King Features Syndicate, 235 E. 45th Street, New York, N.Y. 10017, (212) 682-5600.
HAVES A HAPPY HOLIDAY WIT ME AN' OLIVE!

I YAM WHAT I YAM!

ROBIN WILLIAMS IS POPEYE
AND SHELLEY DUVALL IS OLIVE OYL

A ROBERT EVANS PRODUCTION A ROBERT ALTMAN FILM
ROBIN WILLIAMS SHELLEY DUVALL POPEYE
MUSIC & LYRICS BY HARRY NILSSON EXECUTIVE PRODUCER G.O. ERICKSON
SCREENPLAY BY JULES FEIFFER PRODUCED BY ROBERT EVANS
DIRECTED BY ROBERT ALTMAN
READ THE AVON MOVIE NOVEL™ ORIGINAL SOUNDTRACK ALBUM FROM THE BOARDWALK ENTERTAINMENT CO.

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN
HAVES A HAPPY HOLIDAY WIT ME AN' OLIVE!

I YAM WHAT I YAM!

ROBIN WILLIAMS is POPEYE

SHELLEY DUVALL is OLIVE OYL

PARAMOUNT PICTURES CORPORATION AND WALT DISNEY PRODUCTIONS PRESENT A ROBERT EVANS PRODUCTION A ROBERT ALTMAN FILM

ROBIN WILLIAMS SHELLEY DUVALL POPEYE

MUSIC & LYRICS BY HARRY NILSSON EXECUTIVE PRODUCER C. O. ERICKSON SCREENPLAY BY JULIUS FEIFFER PRODUCED BY ROBERT EVANS

DIRECTED BY ROBERT ALTMAN READ THE AVON MOVIE NOVEL™ ORIGINAL SOUNDTRACK ALBUM FROM THE BOARDWALK ENTERTAINMENT CO.

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3 COLS. x { 133 LINES .......... 400 LINES
9 1/2 INCHES .......... 28 1/2 INCHES

AD #301 W
HAVES A HAPPY HOLIDAY WIT ME AN' OLIVE!

I YAM WHAT I YAM!

ROBIN WILLIAMS is POPEYE AND SHELLEY DUVALL is OLIVE OYL

A ROBERT EVANS PRODUCTION A ROBERT ALTMAN FILM
ROBIN WILLIAMS SHELLEY DUVALL POPEYE
MUSIC & LYRICS BY HARRY NELSON EXECUTIVE PRODUCER G.O. ERICKSON
SCREENPLAY BY JULES FEIFFER PRODUCED BY ROBERT EVANS
DIRECTED BY ROBERT ALTMAN READ THE AVON MOVIE NOVEL™ ORIGINAL SOUNDTRACK ALBUM FROM THE BOARDWALK ENTERTAINMENT CO.

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4 COLS. x { 125 LINES .......... 500 LINES
9 INCHES .......... 36 INCHES AD#401
HAPPy HOLIDAY Wit ME AN' OLIVe!

I YAM WHAT I YAM!

POPEYE

Robin Williams is POPEYE and Shelley Duvall is OLIVE OYL

Paramount Pictures Corporation and Turner Pictures Corporation present A ROBERT EVANS PRODUCTION A ROBERT ALTMAN FILM

Robin Williams Shelley Duvall

Popeye

Music & Lyrics by Harry Nilsson

Executive Producer & G. Erickson

Screenplay by Jules Feiffer

Produced by Robert Evans

Directed by Robert Altman

Read the Avon Movie Novel

Original Soundtrack Album from the Boardwalk Entertainment Co.

PG Parental Guidance Suggested

Some material may not be suitable for children

HAVES A HAPPY HOLIDAY WIT ME AN' OLIVE!

I YAM WHAT I YAM!

ROBIN WILLIAMS is POPEYE and SHELLY DUVALL is OLIVE OYL

PARANORMAL PICTURES CORPORATION AND MURRAY PRODUCTIONS PRESENT

A ROBERT EVANS PRODUCTION A ROBERT ALTMAN FILM ROBIN WILLIAMS SHELLEY DUVALL POPEYE

MUSIC & LYRICS BY HARRY NILSSON EXECUTIVE PRODUCER C. D. ERICKSON SCREENPLAY BY JULES FEIFFER

PRODUCED BY ROBERT EVANS DIRECTED BY ROBERT ALTMAN READ THE AVON MOVIE NOVEL

ORIGINAL SOUNDTRACK ALBUM FROM THE BOARDWALK ENTERTAINMENT CO.

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SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

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3 COLS. x { 133 LINES .................. 400 LINES
9½ INCHES ................ 28½ INCHES

AD #303
HAVES A HAPPY HOLIDAY WIT ME AN’ OLIVE!

ROBIN WILLIAMS is POPEYE and SHELLEY DUVALL is OLIVE OYL

ROBIN WILLIAMS, SHELLEY DUVALL, POPEYE

MUSIC & LYRICS BY HARRY NILSSON

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**Popeye**

Robin Williams is Popeye and Shelley Duvall is Olive Oyl
100 LINES ................ 300 LINES
7 INCHES ............ 21½ INCHES

AD#302
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HAVES A HAPPY HOLIDAY WIT ME AN' OLIVE!

I YAM WHAT I YAM!

ROBIN WILLIAMS is POPEYE and SHELLEY DUVALL is OLIVE OYL

Popeye

2 COLS. x { 100 LINES 200 LINES
7 INCHES 14 INCHES

AD#205 W

HAVES A HAPPY HOLIDAY WIT ME AN' OLIVE!

I YAM WHAT I YAM!

2 COLS. x { 50 LINES 100 LINES
3½ INCHES 7 INCHES

AD#203 W

Popeye

2 COLS. x { 27 LINES 54 LINES
2 INCHES 3½ INCHES

AD#201 W
NAVES

A HAPPY HOLIDAY
WIT ME AN’ OLIVE!

I’M YAM
WHAT I
YAM!

ROBIN WILLIAMS
AND SHELLEY DUVALL
IS POPEYE

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1000 lines—5 cols. x 200 lines
767 lines—4 cols. x 169 lines

NOTE: This Campaign is Also Available in the Following Sizes:
HAVES A HAPPY HOLIDAY
WIT ME AN' OLIVE!

I YAM
WHAT I YAM!

ROBIN WILLIAMS
is POPEYE

SHELLEY DUVALL
is OLIVE OYL

Popeye
A PARAMOUNT PICTURE
PG

A ROBERT EVANS PRODUCTION A ROBERT ALTMAN FILM ROBIN WILLIAMS SHELLEY DUVALL POPEYE
MUSIC & LYRICS BY HARRY NILSSON EXECUTIVE PRODUCER G. O. ERIKSSON SCREENPLAY BY JULIUS FEIFFER
PRODUCED BY ROBERT EVANS DIRECTED BY ROBERT ALTMAN READ THE AVON MOVIE NOVEL

ORIGINAL SOUNDTRACK ALBUM FROM THE BOARDWALK ENTERTAINMENT C/O

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