Punch Your Message Across Via Heralds On 'Secret Code!'  

YOU CAN SOLVE  
THE SECRET CODE!  

H X Y V G Z T V M G H L U F M X O V H Z N  
W V H G I L B V M V N B K O Z M H L U H Z Y L G Z T V  

DIRECTIONS  
Paste coding wheels 1 and 2 on thin cardboard discs.  
Place wheel 1 atop of wheel 2, lining up the letter "A" of  
wheel 1 with the letter "Z" of wheel 2. These are the  
key letters to the secret code. Substitute, in the boxes  
above, the letters from wheel 1 for the letters shown in  
the secret code message (which are on wheel 2). If you  
want to, you can invent your own secret code, simply by  
lining up two wheels at whatever key letters you  
choose.

BE SURE TO SEE U.S. SECRET AGENTS SMASH  
"THE SECRET CODE"  
A Columbia Super-Serial Reprint  
with PAUL KELLY-ANNE NAGEL  
STATE THEATRE - EVERY FRIDAY

* Every youngster in town—and many an older man and woman!—will settle down to work out the solution to the secret code message on the herald handout illustrated here, and available at National Screen Service in mat form. The message of this spectacular piece of super-serial showmanship is a serial-selling one. Work it out for yourself!

* Have printer make up several thousand copies of this effective teaser and distribute them widely, both at and away from your theatre. If local newspaper carries a regular crypto column, try to get teaser (with your theatre imprint and playdate message) slipsheeted into all copies or newspaper might use the "secret code" wheels in a special story, with credit given your serial. This teaser might also be used as package-stuffers in toy and department stores, or it might be imprinted on grocery bags. Initiate theatre and street distribution of these herald handouts well in advance of first chapter showing.
IT’S FOR ADULTS TOO!
Remember, serials like “The Secret Code” have as great a following among adults as they do among children. Be sure that this is stressed in your publicity and in your exploitation. Your distribution of heralds and other gimmicks should be aimed at the young in heart as well as the small fry.

‘CODE’ CONTEST
Plant a newspaper contest offering guest tickets to readers who first submit solutions to a message printed by the newspaper in code. Keep the code simple, like that in the teaser herald described on page 2. As a tie-breaker, each contestant writes 100 words or less on the subject: “Why I Enjoy Seeing a Columbia Super-Serial Like ‘The Secret Code.’” The stunt may be worked as a one-shot, or it can be stretched across a five-day period with a different message printed daily.

‘CANDY CODE’
To make sure that they themselves don’t have to squeeze chocolates to find out what the fillings are, candy manufacturers have for a long time used a universal code to identify their various confections. This interesting fact can be used to presell your showing of “The Secret Code” in the following ways;

1) Tell the feature editor of a local newspaper about the “candy code.” Ask him to assign a reporter to interview local manufacturers and dealers on the bonbon hieroglyphics. Insure credits by having the writer distribute guest tickets to everyone interviewed.

2) Have the leading candy shops in town devote window displays to their secret “candy code” and your showing of “The Secret Code.” Use plenty of stills.

3) Run a candy-guessing contest in your lobby. Set up a row of as many different kinds of filled chocolates as you can promote, with a different number above each. Via poster and heralds, ask patrons to identify the fillings. The heralds can be contest entry blanks, with answer spaces numbered to correspond to numbers above candies.

4) Send boxes of candy to newspaper columnists and radio commentators. Explain the secret “candy code” to them and ask them to publicize it in connection with your showings of “The Secret Code.”

CRYPTOGRAMS
Cryptograms, those words, phrases and sentences which readers decode, are published daily and/or Sunday by many newspapers. Tie in with a newspaper which publishes such puzzles. In exchange for a box under the cryptogram each day for a week in advance of your opening showing of “The Secret Code,” display a lobby poster boosting the newspaper’s cryptograms. Too, offer guest tickets for the best cryptogram solutions submitted to the newspaper.

LOCAL ‘HAM’
If local authorities permit, invite an amateur radio expert to set up his equipment in your lobby opening day. Arrange a newspaper interview of your “ham.” Be sure that the interview stresses that its inspiration was your opening chapter showing of “The Secret Code.”

SECRET CODES
Yes, many enterprises in your community have their own secret codes. That of the candy makers is described on the middle column of this page. In addition, many department stores and other retail establishments have their own codes for price tags, and their own signals for many phases of operation. The use of secret codes in industry could make a fascinating newspaper feature. Plant one in advance of your opening chapter of “The Secret Code.” Present guest tickets to those who are interviewed on their own secret codes.

SOUND OFF!
Almost any mechanically-inclined youngster will help you set up a telegraph transmitter in your lobby. The transmitter is hooked up to a battery and buzzes when a patron presses the key. A poster next to the transmitter invites patrons to “Make Up Your Own Secret Code!” on the telegraph and to see the first episode of “The Secret Code.” This is a surefire gimmick that will attract lots of attention with a small expenditure of effort.

CRYPTOGRAPHER
Ask a local expert in cryptography to be your guest of honor opening night. Too, arrange to have him interviewed by a local newspaper and on local radio and television stations. Be sure, in all interviews, that your expert discusses your showing of “The Secret Code.”

DISC JOCKEY
Ask a leading disc jockey to conduct a “Secret Code in Music” contest which offers guest tickets to listeners who devise the most interesting sentences out of the titles of songs played during a 15-minute program.
Color-In Mat

Plant the color-in illustrated here, available as a two-column mat, in a local newspaper in advance of playdate. Imprint your own theatre name and playdate where indicated. The mat may also be used for heralds, for imprint on shopping bags, etc. Try to get a local merchant to share printing costs of heralds—in return, place his message on the reverse side. You might want to use the best entries as the basis for an interesting lobby display.

Order Mat 2-G (same size as shown) from your nearest exchange of National Screen Service.

SECRET AGENT SUGGESTIONS

Paul Kelly plays a U. S. secret agent in "The Secret Code." Play up the secret service and secret agent angles of your super-serial via these attention-getting stunts. Don't keep "The Secret Code" a secret in your town!


OPENING NIGHT: Invite local representatives of the U. S. Secret Service, the FBI and other federal, state and city law enforcement people to your opening chapter of "The Secret Code." Publicize the invitations via press and radio and arrange for interviews by these media after the showing.

LOBBY MONTAGE: With the help of a local newspaper's librarian, get hold of a number of newspaper and magazine articles on the U. S. Secret Service, the FBI, codes, cryptography, enemy espionage and similar subjects and mount them on a large board in your lobby. Above the picture and playdate credits, display the line: "Timely As Today's Headlines!"

MERCHANT TIE-UPS

"The Secret Code" can be used in a number of ways to sell merchandise items of various kinds or a store's policy generally. Suggest to a leading merchant of your town the use, in his newspaper advertisements and window displays, of a line like: "The Secret Code of Our Success: High Quality and Low Prices!" Picture, theatre and playdate credits should be included in all advertisements and window displays.

TOY STORES

Link your showings of "The Secret Code" with the sale of anagram games and similar games sold by toy stores, dime and department stores and other retail outlets around town. Make the window and counter displays you prepare infinitely more attractive through the generous use of stills from the picture and cutouts from the posters. Stills and posters, of course, are available at your National Screen Service exchange.

COMIC BOOKS

Distributors and dealers who sell comic books on mystery, espionage and similar subjects should be happy to enhance their publications by allowing you to snap them with your picture, theatre and playdate credits in advance of the showing of the first chapter. Too, promote a quantity of such comic books for free distribution among the first youngsters who attend your theatre opening day. Publicize the giveaway with an attractive lobby display.

PUBLIC LIBRARIES

Your showings of "The Secret Code" can arouse lots of interest in cryptography and similar subjects on which the public libraries of your town have many volumes. Link such tomes with your showings on library bulletin boards. Make up attractive tie-up cards surrounded by stills from the picture as well as your credits.
Use Art Stills
You'll find many uses in your campaign for these 8" x 10" stills of the art work from the serial ads and posters — theatre displays, cutouts, publicity, etc. Order them from National Screen Service exchanges.

Street Bally
An attention-getting street ballyhoo can be devised by a "sandwich board" type of sign over a man's head as well as his shoulders. Curtains seal off spaces between boards. Inside his "tent," the ballyman has a telegraph key rigged to a battery and buzzer. He sets his display at a busy corner and gets "The Secret Code" working. "Sandwich board" carries your credits and stills.

Recording
Attract attention to your showing of each episode by playing this special record over your p.a. system out front or in your lobby. The record contains both telegraph and radio signals. Send $2.40 in advance to Thomas J. Valentino, Inc., 150 West 46th Street, New York 19, N. Y. Order Record No. 5003-8.

Cutout
The 3-sheet can be cut out for greater advance-of-playdate display in your lobby and out front. Simply silhouette the figure of the Black Commando, leaving title treatment and credits squared-off, as is. The display suggested is illustrated above.

Schools
Suggest to English teachers of local schools that they devote several sessions to the fascinating subject of codes. Give them guest tickets for "The Secret Code" for presentation to students who devise the most interesting codes.

Scout Demonstration
Invite a Boy Scout troop to demonstrate flag signals and other crafts in your lobby on opening day. Publicize this activity with newspaper and radio stories and with lobby posters. Scouts who know the Morse Code can transmit messages of patrons from one side of your lobby to the other.

Trailer
A condensation of the thrills of "The Secret Code" is presented in this trailer. Show it early and often. Order your copy now from National Screen Service.

Use Marquee
Huge audience attendance at such Columbia serials as "Captain Video" and "Superman" attests to the attraction super-serials have for today's moviegoers of all ages. "The Secret Code" is another audience-attracting super-serial, and rates marquee mention. Put "The Secret Code" on your marquee during the duration of its run, with cutouts and displays from the posters. And be sure to display "The Secret Code" prominently out front! It's worth featuring big!
Greatest Spy Action
Serial of All Time!

THRILL AGAIN
TO SPY-SMASHERS' BIGGEST CHASE!

THE SECRET CODE

PAUL KELLY - ANNE NAGEL

Original screen play by
Basil Dickey, Leighton Bell, Robert Becha
Directed by SPIRITUS D. BENNET
A COLUMBIA SERIAL ( Raner )

Order All Mats, Posters
And Stills Direct from
National Screen Service
Use These Ads For Each Chapter

After you have used the larger display ads to popularize "The Secret Code," you will want the two ad slugs illustrated at the left (Ad Mat Nos. 103 and 202) to sell each of the fifteen chapters of this superserial. All you have to do is to insert the chapter title in the blank area provided in the ad slug. For your convenience, the chapter titles are listed below:

1. "Enemy Passport"
2. "Shadow of the Swastika"
3. "Nerve Gas"
4. "The Sea Spy Strikes"
5. "Wireless Warning"
6. "Flaming Oil"
7. "Submarine Signal"
8. "The Missing Key"
9. "The Radio Bomb"
10. "Blind Bombardment"
11. "Ears of the Enemy"
12. "Scourge of the Orient"
13. "Pawn of the Spy Ring"
14. "Dead Men of the Deep"
15. "The Secret Code Smashed"

Official Billing

THE SECRET CODE

with
Paul KELLY  Ann NAGEL

Original screen play by
Basil Dickey, Leighton Brill, Robert Beche

Directed by SPENCER G. BENNET

A COLUMBIA SERIAL (Reprint)

Ad Catchlines

The greatest spy action serial of all time!

See how Secret Service smashed enemy plot!

The world's mightiest Secret Service comes out shooting against history's deadliest spies!

Flaming adventures inside the spy ring! Blazing action with the Secret Service! Red-hot suspense week after week!

Super-secret, super-serial super-thrills!
1. Enemy Passport

Police Lieutenant Dan Barton (Paul Kelly) arranges to have himself thrown off the force in disgrace, first step in his effort to smash an enemy spy ring led by his highway-robbery captor, Stahl (Lester Dorr), who has just learned from Fel- den, Berlin's chief of police, that Stahl is newly-ar- rived from Berlin with a secret spy code, that the U. S. Government is on top-secret alert for manufacturing synthetic rubber, and that Stahl is a government official while trying to extort. The formula, Barton is betrayed by Thysen and Fel- den. He learns their plans for another attack on the rubber formula safe in his possession, his chance for revenge is quickly seized by Kar- ters and, again as Dan Barton, poses as the saboteurs' prison. Jensen (Tevor Barker) plated with another enemy, direct heir of a wealthy man, learns the rubber formula and The Black Commando. Un- suspected, Dan turns himself into a lowlife Irishman, Clancy Coop- er, his patron's friend. Jen- sen is turned off the trail. The Black Commando, Black Commando, Barton once again foils the saboteurs, but himself is attacked by the rubber formula, The Black Commando is hurled into space, plunging hun- dreds of feet below.

3. Nervo Breaks

An evening breaks The Black Commando's fall; Pat helps him to escape. Barton rejoins the saboteurs. The Black Commando, who has already revealed the rubber formula, is safe in his possession. The Black Commando is cut off from the saboteurs, Kar- ters and again, as Dan Barton, poses as the saboteurs' prisoner. Jensen (Tevor Barker) is left to face alone in the night the saboteurs and The Black Commando. Un- suspected, Dan turns himself into an Irishman, Clancy Coop- er, his patron's friend. Jen- sen is turned off the trail. Sub-Treasury to get money for his new captive. The Black Commando, Barton once again foils the saboteurs, but himself is attacked by the rubber formula, Pat helps him to escape. Barton rejoins the saboteurs. The Black Commando, who has already revealed the rubber formula, is safe in his possession. The Black Commando is cut off from the saboteurs, Kar- ters and again, as Dan Barton, poses as the saboteurs' prisoner. Jensen (Tevor Barker) is left to face alone in the night the saboteurs and The Black Commando. Un- suspected, Dan turns himself into an Irishman, Clancy Coop- er, his patron's friend. Jen- sen is turned off the trail. Sub-Treasury to get money for his new captive. The Black Commando, Barton once again foils the saboteurs, but himself is attacked by the rubber formula, Pat helps him to escape. Barton rejoins the saboteurs. The Black Commando, who has already revealed the rubber formula, is safe in his possession. The Black Commando is cut off from the saboteurs, Kar- ters and again, as Dan Barton, poses as the saboteurs' prisoner. Jensen (Tevor Barker) is left to face alone in the night the saboteurs and The Black Commando. Un- suspected, Dan turns himself into an Irishman, Clancy Coop- er, his patron's friend. Jen- sen is turned off the trail.
Spy-Smashing Super-Serial, 'Secret Code' Stars Paul Kelly

(Review)

Columbia Pictures' thriller-packed 15-chapter serial reprint, "The Secret Code," featured Paul Kelly and Anne Nagel the last chapter yesterday at the Theatre with Paul Kelly and Anne Nagel featured, a breathless story of a secret U. S. agent and his war to the death against a mysterious band of enemy saboteurs in America, the serial will be shown every evening at the Theatre.

With Kelly playing an erstwhile police officer, dismissed from the force in disgrace, but transformed overnight into the Black Commando, a master agent of the force who helps him make contact with the enemy saboteur ring and spews their acceptance of him. Unknown to his "fellow" saboteurs, however, is his location, and the garb of the Black Commando, a masked fighter who manages to foil their every effort.

The dual role provided Kelly with one of the toughest characterizations he has ever had. And, he manages with a hard-won performance in yesterday's lone chapter to win the audience for this serial reprint, and it will please any reporter who loves him and aids him on his dangerous assignment.

"The Secret Code" also offers a series of new, exciting series of serials on espionage, and features the work of journalist "To Code and Decode Secret Writings," which is included in connection with other serials.

William Baskie Dickey, Leighton Brill and Robert Beche had the opportunity to make their picture meet the entertainment requirements of both youth and adults.

The chapter endings have to pack an emotional punch on Columbia Pictures' "The Secret Code," a serial super-reprint at the Theatre.

Paul Kelly and Anne Nagel, in "The Secret Code," directed by Spencer G. Bennet, directed original chapter, prove this is at the Theatre every evening.

"The Secret Code" stars Paul Kelly and Anne Nagel in the role of the young boy and the girl who must work together to save their country from the Axis powers.

Paul Kelly U.S. Agent As 'Secret Code' Star

(General Advance)

Columbia Pictures' super-reprint, "The Secret Code," starring Paul Kelly and Anne Nagel, will be shown at the Theatre every evening. The serial reprint, "The Secret Code," brings back to the screen a series of serials as the enemy's mystery message machine liquid glass blowing up big buildings; artificial lightning bolts and similar fanciful ideas; and a variety of other serials.

The first feature in the series, "The Secret Code," presented by Kelly as a police lieutenant who is isolated from the forces of good and bad, is screened, each week, an entertaining information on cryptography, "To Code and Decode Secret Writings," directed by internationally famed cryptographer Henry Lysing.

"The Secret Code" marked Kelly's first appearance as a serial star. Miss Nagel is seen as a girl reporter who assists Kelly in his work. The story features the Axis' various efforts at sabotage. Spencer G. Bennet directed this Columbia serial version from an original screen play by Paul Kelly, Dwight Brill and Robert Beche.

"The Secret Code" stars Paul Kelly and Anne Nagel, in the role of the young boy and the girl who must work together to save their country from the Axis powers.

Find New Thrills For 'Secret Code'

The movie serial can be forgiven any crudeness of plotting or characterization just so long as it is super-charged with excitement and suspense. And the incessant demands on the writers of serials, to provide this constant excitement and suspense, leads to filmland's wholesale demand for character plots.

Breathless new ways of exciting the hero and heroine, Paul Kelly and Anne Nagel, are evident in the final chapter of Columbia Pictures' 15-chapter serial reprint, "The Secret Code," at the Theatre every evening.

The dual role provided Kelly with one of the toughest characters he has ever had. And, he manages with a hard-won performance in yesterday's first chapter to win the audience for this serial reprint, and it will please any reporter who loves him and aids him on his dangerous assignment.

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"The Secret Code" stars Paul Kelly and Anne Nagel in the role of the young boy and the girl who must work together to save their country from the Axis powers.
Life's byways sometimes have an uncanny knack of paying off beyond the fondest expectations. Which is to say that Henry Lyn- ning, probably the country's most famous code expert, began his work in codes as a hobbyist and has found that his hobby has become an end in itself, not just for himself, but to the nation. Lynning's hobby has proven extraordinarily and entertainingly in Columbia Pictures' exciting super-sensational serial, "The Secret Code," at the... Theatre every... "The Secret Code" was written by Paul Kelly, in Columbia Pictures' spectacular spy-smashing 15-chapter super-sensational re- print, "The Secret Code," now playing at the...}

**Sweated It Out!**

Movie-making sometimes can be a little too strenuous for comfort. But no one felt the strain more than Paul Kelly, who directed Paul Kelly and Anne Nagel in Columbia Pictures' 15-chapter super-sensational reprint, "The Secret Code," at the... Theatre every... Not that Bennett cared too much, because he didn't act in the action-packed 1st chapter serial, but those who did collectively underwent a great deal of discomfort. From the very beginnings of the film, the excite- ments of the coin week's film has proved popular; one chapter play even carried at an all-time high of more than 100 episodes. Typical of the excitement and suspense contained in serials is Columbia Pictures' "The Secret Code," featuring Paul Kelly and Anne Nagel at the... Theatre every... A blood-thumping 15- chapter serial reprint dealing with the battle of a secret S. U. agent against a ring of enemy plotters, "The Secret Code" also offers an entertaining and informative weekly in cryp- tography and its solution, Henry Lynning, internationally - famed...}

**Cypher Lessons in 'The Secret Code'**

Movie serials, an indigenous to America in pin-up girls, ham "eegs and baseball, appeal to the average American because of its honest and innocent nature. From the very beginnings of the industry, the excite- ments of the coin week's film has proved popular; one chapter play even carried at an all-time high of more than 100 episodes. Typical of the excitement and suspense contained in serials is Columbia Pictures' "The Secret Code," featuring Paul Kelly and Anne Nagel at the... Theatre every... A blood-thumping 15- chapter serial reprint dealing with the battle of a secret S. U. agent against a ring of enemy plotters, "The Secret Code" also offers an entertaining and informative weekly in cryp- tography and its solution, Henry Lynning, internationally - famed...
LOBBIES

Fours 11 x 14's

Available for Each
New Chapter

3' x 9' Silkolene Valance

TODAY! ANOTHER THRILLING CHAPTER!

THE SECRET CODE
A Columbia Super-Serial Reprint

Add to the effectiveness of your marquee by using this 3' x 9' silkolene flash piece every time you play a new episode of "The Secret Code." Priced at $9.75, a mere 65¢ per chapter, it can be ordered direct from: National Flag Co., 43 W. 21st St., N.Y. 10, N.Y.

Order These Still Sets

Four still sets have been prepared for your selling campaign on "The Secret Code." Order these sets from your nearest exchange of National Screen Service well in advance of your first chapter showing: 1) set of 25 flat stills for your lobby and out front theatre displays as well as for newspaper planting; 2) set of 5 uprights (stills of the stars); 3) art set of 3 (photographic reproductions of key art from the ads and posters and illustrated on page 5 of this pressbook); 4) publicity-exploitation set (stills used in publicity and exploitation campaigns).

For lobby and out front display use the eye-arresting standees prepared by National Screen Service.
POSTERS

SIX SHEET

THE SECRET CODE
PAUL KELLY • ANNE NAGEL
COLUMBIA SERIAL REPRINT

THREE SHEET

NOTICE
This space will be filled by separate titles and scenes for each chapter.

ONE SHEET

THE SECRET CODE
PAUL KELLY • ANN NAGEL
A COLUMBIA SERIAL