Her Monstrous Secret
Wrecked 3 Men's Lives!

The Locket
starring
Laraine Day
Brian Aherne
Robert Mitchum
Gene Raymond

with Sharyn Moffett • Ricardo Cortez • Henry Stephenson

Produced by Bert Granet • Directed by John Brahm
Written by Sheridan Gibney
EXTENSIVE NATIONAL ADVERTISING
—AS USUAL WITH RKO RADIO!
Covering Ninety Million Circulation

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And on RKO RADIO'S "PIC TOUR" Schedule:
Twice Each in LIFE (Sept. 9th and Oct. 14th); WOMAN'S HOME COMPANION (Oct. and Nov.) and LOOK (Oct. 1st and Oct. 29th).

Shows below are the basic designs used in the advertising campaign detailed above; full pages in all magazines; full pages in newspaper/magazine supplements and tabloids; and their equivalents in other papers.

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Her Monstrous Secret
Wrecked 3 Men's Lives!

Net love...not money... but a haunting hangover drove her to lie, cheat, steal. Why... IT'S THE STRANGEST SECRET EVER TOLD!

The Locket
Starring LARANE DAY
with BRIAN AHERNE ROBERT MITCHUM GENE RAYMOND

From one man's arms to another, she finds—trying to escape the evil memory of the strange locket whose strange power changed her life...destroyed her loves!

The Locket
FOR THE SCREEN'S MOST UNUSUAL PICTURE—"THE LOCKET in the Leading American Periodicals!

In FOUR COLORS in these leading newspaper supplements:

- BOSTON—HERALD DAILY NEWS
- DETROIT—NEWS & TRIBUNE
- MINNEAPOLIS—TRIBUNE
- ST. LOUIS—GLOBE DEMOCRAT
- NEW YORK—HERALD TRIBUNE
- CINCINNATI—ENQUIRER
- CLEVELAND—PLAIN DEALER
- PORTLAND—OREGON JOURNAL
- CHICAGO—DAILY NEWS (Feb. 8)
- PHILADELPHIA—BULLETIN (Feb. 8)
- PITTSBURGH—PRESS
- MEMPHIS—COMMERCIAL APPEAL
- DALLAS—NEWS
- SPOKANE—SPOKESMAN REVIEW
- MILWAUKEE—JOURNAL
- BIRMINGHAM—NEO CIVIC REPORTER
- LOS ANGELES—TIMES
- SAN FRANCISCO—CHRONICLE
- WASHINGTON—STAR
- ATLANTA—JOURNAL INDEPENDENT
- DES MOINES—REGISTER
- BALTIMORE—SUN
- LOS ANGELES—EXAMINER
- SAN FRANCISCO—EXAMINER
- WASHINGTON—TIMES—HERALD
- MIAMI—Herald
- LOS ANGELES—CONSTITUTION
- CHICAGO—HERALD AMERICAN
- BALTIMORE—AMERICAN
- PORTLAND—OREGONIAN
- PHILADELPHIA—INQUIRER
- PITTSBURGH—SUN TELEGRAPH
- SAN ANTONIO—LIGHT
- SEATTLE—POST INTELLIGENCER
- MILWAUKEE—SENTINEL
- BOSTON—SUNDAY ADVERTISER
- DETROIT—TIMES
- ALBANY—TIMES UNION
- BUFFALO—COURIER-EXPRESS
- NEW YORK—JOURNAL AMERICAN
- SYRACUSE—HERALD AMERICAN
- CLEVELAND—PLAIN DEALER
- DENVEN—ROCKY MOUNTAIN NEWS
- BOSTON—SUNDAY POST
- WASHINGTON—POST
- JACKSONVILLE SUN
- FLORIDA TIMES UNION
- OMAHA—OMAHA HERALD
- INDIANAPOLIS—STAR
- ALEXANDRIA—RECORD
- TALLAHASSEE—TIMES
- FT. WAYNE—JOURNAL GAZETTE
- INDIANAPOLIS—VINDICATOR
- FREDERICKSBURG—HERALD
- PHILADELPHIA—RECORD
- TOLEDO—TIMES
- YOUNGSTOWN—VINDICATOR
- INDIANAPOLIS—STAR
- AKRON—RECON JOURNAL
- PIMA—TIMES
- EL PASO—TIMES
- OCEANA—EAGLE
- PORTLAND—SUNDAY TELEGRAM
- PITTSBURGH—POST GAZETTE
- NEW BEDFORD—STANDARD TIMES
- DETROIT—FREE PRESS
- ST. PAUL—SUNDAY PIONEER PRESS
- NEWARK—STAR LEADER
- SYRACUSE—HERALD AMERICAN

PARADE, (back cover, Feb. 16th) issued as supplement of

The INDEPENDENT Group, comprising

- DENVER—POST (Feb. 8)
- HARTFORD—COURANT (Feb. 8)
- LOUISVILLE—COURIER JOURNAL (Feb. 8)
- NEW ORLEANS—TIMES
- PICAYUNE STATES (Feb. 15)
- KANSAS CITY—SUNDAY STAR (Feb. 8)
- HOUSTON—CHRONICLE (Feb. 16)
- SHREVEPORT—TIMES TIMES (Feb. 8)
- COLUMBUS—BURETCH (Feb. 8)
- HARRISBURG—NEWS (Feb. 8)

The above notable newspaper coverage is in FULL COLOR—with the few exceptions noted. These insertions are suitable for an eye-atraction display in your lobby or in windows, etc. Check your local papers for tear-sheets for this purpose.

MEN Worshipped...Cursed...Hated...Loved Her!

LARAINA DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

The Locket

The Locket...chained her to a terrifying past...
The Locket...drove her to ruin any man she dared love...
The Locket...plunged her into the most stormy life a woman ever led!
HIGH TENSION EMOTIONAL DRAMA ENACTED BY A DYNAMIC STAR CAST!

The LOCKET

LARAINÉ DAY • BRIAN AHERNE • ROBERT MITCHUM • GENE RAYMOND

Produced by BERT GRANET • Directed by JOHN BRAHIM
Written by Sheridan Gibney

Nancy LARAINÉ DAY
Dr. Blair BRIAN AHERNE
Norman Clyde ROBERT MITCHUM
John Willis GENE RAYMOND

THE LOCKET: How a woman’s peculiar past catches up with her on the eve of her wedding is one of the dramatic factors of RKO Radio’s poignant drama, “The Locket,” in which Larine Day, Brian Aherne, Robert Mitchum and Gene Raymond are co-starred.

The plot revolves around the kleptomaniac tendencies of the heroine, in whom an unfortunate childhood experience has bred the compulsion to steal. Her stealing is equalled by a remarkable ability to conceal her crimes, although at no time is there any motive to transfer the stolen goods into money.

Among the men in Nancy’s life are an artist-fiancé, played by Mitchum, whose career is wrecked and who later commits suicide when he sees an innocent man judged guilty of murder; a psychiatrist, played by Aherne, who, unaware of Nancy’s background, marries her, and is subsequently divorced by her; and her present fiancé, portrayed by Raymond, who only learns of her past on the eve of their wedding. His reaction to this information, and his decision lead to the stirring climax of the drama which Bert Granet produced and John Brahim directed. A prime supporting cast adds to the convincing realism of the production, which reaches the screen as a vivid show.

MITCHUM A HIT
In Motion Picture HERALD’s Poll of Exhibitors, the “Stars of Tomorrow,” Robert Mitchum landed in the first ten, indicating his dramatic rise from western roles.
THREE MEN LOVE HER, BUT FEMME FATALE RUINS LIVES FOR THEM IN "THE LOCKET"

Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond Starred in Unusual Story of a Beautiful Kleptomania Who Baffles Their Affection

How a psychological shock affects the life of a lovely and charming girl, and develops into a combination to steal in the hands of BKO Radio's "The Locket" starring Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond. Baffling all suspicion and the attempt to marry her third suitor the heroine's dual personality is revealed from the man nearest to her until the last climactic moment.

On the eve of his wedding, to Nancy Patton, John Willis is visited by a psychiatrist, Dr. Blair, who accuses Nancy of being an incorrigible thief. He tells the diarist she brought to the man in her life, having already caused the suicide of a former fiancé, and that he herself, married to her for years before he learned her real character.

Her trouble, Blair believes, goes back to some childhood incident when Nancy developed a split personality so the result of being not only deprived of a locket she craved, but snatched from her. When Nancy offers a plausible explanation, Willis proposes to marry her, and the marriage. But Faith intervenes at the last moment in an intense climax the truth is revealed.

As the charming but neurotic Nancy, Miss Day gives the brilliant role of her career. Aherne serves as the psychiatrist, with Mitchum playing a disinterested cast-off from the Raymond is seen in Willis, in the supporting cast are little Sharyn Moffett, Ricardo Cortez, Katherine Emery and Reginald Owen.

John Willis (Brian Aherne) the Locket which was produced by Bert Grance and written for the screen by Sheridan Gibney.

TRAGEDY STALKS

Laraine Day and Brian Aherne, who co-star with Robert Mitchum and Gene Raymond in BKO Radio's superb drama, "The Locket," face the uncertain discovery of the heroine's warped emotions. MAP 1-E

"The Locket!" is a revealing exploration into the personality of a beautiful woman who feels compelled to steal, and the dramatic results this fixation has upon herself and three men who influence her life.

Lovely Nancy Patton (Laraine Day) is about to marry wealthy young John Evert Willis, Jr. (Gene Raymond), when an agitated stranger (Brian Aherne), introduces himself to Willis and explains that he was once married to Nancy and wants to warn him against her. He relates that a young artist, Norman Clyde (Robert Mitchum) was in love with the girl until a diamond brooch was stolen, which Clyde later discovered in Nancy's handbag. Her only explanation was that she wanted it, because as a child, a Mrs. Willis (Katherine Emery) accused her of stealing a silver heart locket, which gave her a guilt complex.

The history of Nancy continues, with the return of the broachet by Clyde, who later committed suicide. Then, at another party, the host was mysteriously killed and a famous gem, the Lombard diamond, disappeared. Nancy, when suspected, protested her innocence, and a valet was executed for the murder. She also denied everything about her past to her husband.

The ex-husband relates further, that he took Nancy to London, where one night at a party a diamond necklace was "lost." Later, following a bomb raid which destroyed their apartment, he found the necklace and the long丢失ing Lombard diamond amongst the rubble. Confronted with the jewels, she divorced him.

Willis is flabbergasted at this history of his intended bride. He has her confront the visitor. Goof, collected, puffed, she denies everything. Baffled, the visitor mumbles that she has been confined to an insane asylum at Nancy's instigation.

Just before the wedding ceremony, Willis' mother gives Nancy a family heirloom to wear—the locket! A myriad of childhood memories stir her, and she collapses. She is hurried off to a hospital, from which she will emerge purged of her gnawing compulsion.

A LADY AND HER PAST

Stars Laraine Day, Brian Aherne and (right) Robert Mitchum share stellar houses with Gene Raymond in BKO Radio's drama, "The Locket.

MAT 2-A

Girl in 'Locket' Is Kleptomanic

Here's a woman's compassed plot catches up with her at a dramatic moment, apes the climax of BKO Radio's poignant drama, "The Locket," in which Laraine Day plays that woman, Brian Aherne, Robert Mitchum and Gene Raymond are concerned with Miss Day.

The plot revolves around the revelation of an unfortunate childhood experience by the central character in which it led her inescapable attraction to steal, coupled with a remarkable ability to conceal her from the fall from the most intimate associations.

Mitchum plays the heroine's artist, whose career is wrecked as a consequence of her thievish. Aherne portrays a psychiatrist who shares her fall, finds her, and sees her, is likewise ruined when her activities come to light. Raymond is cast as a young lover about to become her second husband when her past comes into it with a warning that leads to the stirring climax of the plot. John Brahms directed and Ricardo Cortez, Henry Stephenson, Katharine Emery and Bert Grance and little Sharyn Moffett have featured roles in the production by Bert Grance which Sheridan Gibney wrote.

Mitchum in New Role

One of the most talented of Hollywood's young actors, Robert Mitchum parties in "The Lady's" charm, with his memorable portrayal of the broadened Lawless Walker in The Story of G. J. Joe. His latest role is in BKO Radio's "The Locket," portraying a temperamental artist whose life is wrecked when he discovers a grave mental defect of his heart. Laraine Day, Brian Aherne and Gene Raymond are also starred in the drama which John Brahms directed.

SHARYN MOFFETT


MAT 1-F

FAR-REACHING INTERVIEW

Sharyn Moffett, portraying star Laraine Day as a child, is accused of theft by Katherine Emery in BKO Radio's superb drama, "The Locket." The ordeal results in a warped personality. Co-starring with Miss Day are Brian Aherne, Robert Mitchum and Gene Raymond.

MAT 2-C
Four Top Stars Vividly Portray Suspenseful Drama "The Locket"

Laraine Day, Brian Ahern, Robert Mitchum and Gene Raymond Enact Powerful Psychological Plot Revolving About a Fair Kleptomaniac

Dealing with the extraordinary dual personality of a lovely girl who unwittingly brings disaster to the man in her life, RKO Radio’s current drama, "The Locket," co-stars Laraine Day, Brian Ahern, Robert Mitchum and Gene Raymond. Hailed as one of the season’s most provocative motion pictures, it pulses with suspense and emotion.

Beautiful and charming Nancy Paton is about to marry young John Willis. Willis has a mysterious past that introduces himself as Dr. Blair, a psychiatrist. Dr. Blair tells Willis that five years ago he was legally married to Nancy. Her former fiancé, Norman Clyde, an artist, came to him with the story that Nancy was an insidious thief and a liar, who, if she wished, could have her husband entirely believe the man.

Clyde kills himself when brandished a liar, but the modest village Blair to take his wife and practice to England. There the kitz a German bomb wrecks their flat and reveals a cache of stolen jewels among Nancy’s effects. Nancy after skillfully getting a divorce, is about to marry Willis. Disturbed by rumors, Willis has Nancy check Blair, but again she manages to put her accuse in the wrong.

No wedding ceremony begins when Nancy’s past catches up with her in highly dramatic fashion.

Giving Miss Day her most emotional role to date, the actress enacts Ahern as the psychiatrist, Mitchell as Clyde, and Ray as the fiancee. Little Sherrylo Moffett portrays Miss Day as a child, Richard Carmen as Henry Stephens, Katherine Emery, Ingrid Bevery, Fay Halm and Helene Rahn are also prominently cast.

Bert Granet produced the unique offering under the direction of Jack J. Gross, and John Brahm directed from the story and screenplay by Sheridan Gibney.

Now He’s “Dr.” Ahern

A leading figure on stage and screen, Brian Ahern has a steeing role as a psychiatrist whose wife’s responsibility in "The Locket," RKO Radio’s current drama. Laraine Day plays the dual role of a beautiful young woman and her tragic twin who was played by her husband entirely believe the man.

Laraine Day shares starring honors with Ahern, Robert Mitchum and Gene Raymond, in one of the season’s most provocative motion pictures. The story was written by Sheridan Gibney.

"THE LOCKET" PLOT

Dealing with the unusual story of a woman driven to theft by a psychological impulse that she cannot control, "The Locket" is said to be one of the season’s most provocative films.


UGLY TRUTH REVEALED

Brian Ahern is judged mad by Gene Raymond when he accuses Laraine Day of being a hopeless kleptomaniac responsible for the death of another man. Controversy with Robert Mitchum in "The Locket," RKO Radio’s current drama.

LARNAIE DAY

Born on October 15 in Roosevelt, Utah, where her father was a grain dealer and government agent, Laraine Johnson was brought up in the middle of an Idaho ranch. When she was nine years old the family moved to California and a year later she made the school debating team. When she reached high school in Long Beach, her activities in public speaking attracted the attention of the late Elia Kazan, drama director. He developed her inherent dramatic talent and when she was 14 she went out on tour with a school show.

By the time she began her professional career she took only her name and was born Marguerite. Her climb to stardom, although it was slow, was rapid enough after she clipped in "Take This Woman. Several of the famous film stars followed, and then she scored with Gary Cooper in RKO Radio’s "Mr. Lucky." Currently she is co-starred with Brian Ahern, Robert Mitchum and Gene Raymond in the same studio’s dramatic offering, "The Locket."

Brian Ahern, one of the season’s favorite leading men, is starred as a psychiatrist whose wife’s responsibility in "The Locket," RKO Radio’s current drama. The story was written by Sheridan Gibney.

HAPLESS HEROINE

Laraine Day, co-starring with Brian Ahern, Robert Mitchum and Gene Raymond in "The Locket," plays the dual role of a beautiful woman driven to theft by a psychological impulse that she cannot control, "The Locket." The story was written by Sheridan Gibney.

ROBERT MITCHEM

Continuing his post-war career which started out with a small part in "Till the End of Time," Robert Mitchum takes the starring role in "The Locket," RKO Radio’s new release. The story was written by Sheridan Gibney. The cast includes Sherrylo Moffett, Henry Stephens, Richard Carmen, Katherine Emery, Ingrid Bevery, Fay Halm and Helene Rahn.

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Gene Raymond, born in New York City on August 12, inherited his theatrical talents from his mother. He made his first stage appearance with her at the age of five. During his school days in Manhattan he frequently played juvenile roles, and went out with a local company when he was 14. In 1929 he scored his first real success in "The Producers," and went on to make a name for himself in a long series of successful roles, foremost among them, in "The Locket," RKO Radio’s current drama.

"The Locket, " RKO Radio’s current drama, was written by Sheridan Gibney. The cast includes Sherrylo Moffett, Henry Stephens, Richard Carmen, Katherine Emery, Ingrid Bevery, Fay Halm and Helene Rahn.

GENE RAYMOND

Portraying an innocent fiancée about to marry a confirmed kleptomaniac, Gene Raymond, in "The Locket," will be among the stars who make up the cast of RKO Radio’s new release. The story is written by Sheridan Gibney. The cast includes Sherrylo Moffett, Henry Stephens, Richard Carmen, Katherine Emery, Ingrid Bevery, Fay Halm and Helene Rahn.

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Psychological Drama Gets Unique Screen Treatment

WITH the recent trend of nastion pictures with tense and psychological themes, it would seem difficult to find a new approach to the subject. But here is a brand-new angle, and Sherlock Glassy, noted Hollywood scenarist and Academy Award winner, stepped forward with the story and screenplay for RKO Radio's challenging picture, "Locket," currently attracting widespread attention for its absorbing story and the notable performances by its star-laden cast.

Laraine Day, as the heroine, is broached with Brian Aherne, Robert Mitchum and Gene Raymond in the distinguished cast to grapple with the question of whether Nancy Patton, the lovely and charming woman she appears to be, is, in fact, the confirmed criminal and liar that her trusted friends claim she is. And by the time the audience can decide for itself, it has had a memorable experience.

As directed by John Brahm, the production by Bert Gruber opens on the day before the beautiful Nancy is to wed wealthy John Wil- lis (Raymond). Dr. Harris (Aherne) comes to him with his warning about Nancy's past—how she has lived the lives of two men, will ruin their marriage, but will die if they go through with the marriage. The doctor sends the doc- tor's case, then through those of Norma (Aherne), Ida (Curtis) an artist, and finally through Nancy's own in relation to a dramatic child episode in it. This is the story of woman's journey to finding her identity.

Four "Locket" Stars

Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond appear stellar honors with Miss Day. Other favorites cast are Sharyn Moffett, Henry Stephenson, Ricardo Cortez, Bessie Love, Ronald Recorde and Katharine Emery.

GLEAN OF SUSPICION

Brian Aherne, portraying Laraine Day's first husband in RKO Radio's suspenseful drama, "The Locket," learns that his lovely wife has kleptomania tendencies. Robert Mitchum and Gene Raymond star with Aherne and Miss Day in the emotion-packed drama.

MAT 2-B

BRIAN AHERNE

Born at King's Norton, Worcestershire, England, on May 3, Brian Aherne was educated at King's College, Cambridge and Malmesbury College with a view toward becoming an architect. Various byrdon experiences with repertory companies, however, swung his ambitions toward the stage and he began his professional career in London in 1927. After gaining considerable acclaim in England and during an Australian tour with Roi Renahmen, he came to America in 1927 to appear in the Barretts of Wimpole Street.

Hollywood claimed him two years later and he won in The Song of Songs opposite Marlene Dietrich. He interrupted his screen work in 1934 to tour war-torn Europe with Katharine Cornell in a 239th tour of The Barretts of Wimpole Street. Returning, he played on Broadway for three months, during which time he was seen in the leading role with Laraine Day, Robert Mitchum and Gene Raymond in RKO Radio's usual drama, "The Locket."

Six feet, two inches tall and weighing 185 pounds, he has blue eyes and brown hair, and is a devotee of flying and farming. He has held a pilot's license since 1939, and owns a 145-acre farm ranch in the hills near Moraga, Calif., where he raises dates and citrus fruits.

LARAIN DAY STARRED

The strange career of a beautiful neurotic girl is the basis of RKO Radio's "The Locket," emotional drama dealing with klieptomania.

Laraine Day stars the stellar cast as a woman whose split personality irresistibly drives her to forfe, wrecking the careers of two men who love her and threatening to ruin a third.

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Laraine Day is forced to admit the theft of a "brandy-bottle" to Robert Mitchum, but refuses to show an innocent man accused of murder. Co-starring with Miss Day and Mitchum are Brian Aherne and Gene Raymond in RKO Radio's, emotional drama, "The Locket."

MAT 2-E

HER SECRET UNMASKED!

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MAT 2-E
REVIEW

A superior trust is in store for serious patrons at the... Theatre this week in "The Locket." KKO Radio's powerful drama of a beautiful girl whose strange fixation warps her life to tragic results, is a moving story that resonates to the lives of the men who love her.

Bearing Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond, the emotional scenes revolve around the girl's personality, her love, and her life. An unfortunate childhood experience has given an otherwise lovely girl an irresistible impulse to steal jewels, and this keeps her from a life of happiness and disaster.

Sheridan G ignore's compelling story hits an original note in the field of psychological drama, and the superb performances of the entire cast under John Brahm's sensitive direction make this production by KKO Radio one of the finest in cinematic circles.

Miss Day, her depiction of the charming but conscious Nancy, has an exciting role in which she reveals innate artistry beyond anything she has handled before. Aherne, as the psychiatrist formerly married to her, appears to have been an interestingиф comic role. Mitchum and Gene Raymond share stellar honors with her.

LARANE DAY

Laraine Day has been the heroine in KKO Radio's "The Locket," portraying a woman cursed with an overwrought conscience. In her latest role, Aherne, Robert Mitchum and Gene Raymond share stellar honors with her.

MAT 1 D

THE LADY AND THE LOCKET

Starting with Brian Aherne, Robert Mitchum and Gene Raymond, Laraine Day portrays a lovely novice whose moral emasculation is warped by an emotional secret in childhood. KKO Radio's drama is a provocative saga of the career of a lovely kleptomaniac.

MAT 2 F

'Locket' Tale of Mania to Steal

How the story of a beautiful woman brings ruin to the man who loves her, in the unusual theme of KKO Radio's unique drama, "The Locket." Starting Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond, the story concerns a beautiful, overwrought conscience, the outgrowth of a childhood experience by the heroine. As a kid-eyed-old girl, she mistook the idea of stealing a family heirloom, the incident developed, in her maturity into life what psychiatrist term a schizophrenic kleptomaniac impulse. This unexpressed trust brings about the vivid dramatic elements of the story and leads to its unexpected climax.

Aherne portrays as doctor, Mitchum as a painter and Raymond as a flye, all of whom fall under the spell of the lovely heroine before they discover the truth about her. Henry Stephenson, Ricardo Cortez, Sharyn Moffet, Katherine Kinsey and Reginald Denny and other film favorites are featured in the production by Bert Granet directed by John Brahm.

Emotional Plot

In "The Locket"

The effect of an emotional injury on a sensitive child's emotions which subsequently brings disaster to those about her is the key theme of "The Locket," with Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond in the stellar roles.

As a kid-eyed-old girl, she mistook the idea of stealing a family heirloom, the incident developed, in her maturity into life what psychiatrist term a schizophrenic kleptomaniac impulse. This unexpressed trust brings about the vivid dramatic elements of the story and leads to its unexpected climax.

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ILL-OmenED WEDDING PARTY

Laraine Day, attended by bridesmaids Kay Christopher and Carol Drexel, is about to marry Gene Raymond in KKO Radio's emotional drama, "The Locket." Co-starring with Miss Day and Raymond are Brian Aherne, Robert Mitchum and Gene Raymond as the other men in the life of a lovely kleptomaniac.

MAT 2 G

Laraine Day as "Locket" Heroine

Drama with a unique motivation is "The Locket," KKO Radio's thought-provoking film which stars Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond.

The plot hinges on an unfortunate neurotic woman being warped by an emotional secret in childhood. KKO Radio's drama is a provocative saga of the career of a lovely kleptomaniac.

LARANE DAY EMOTES

Laraine Day has been the heroine, grave and gay, in many acted pictures, but her most emotional role is in "The Locket." KKO Radio's current social drama dealing with modern neuroses, concerned with Brian Aherne, Robert Mitchum and Gene Raymond. Miss Day portrays a beautiful woman whose own emotional neurosis she has become an irresistible third. And this neurosis warps the lives of the men who love her, and leads to the climax of the story.

Miss Day has an unusual role as the lovely heroine. Aherne portrays a doctor whose novel shatterings her life. Miss Day, in turn, accepts the role of his wife's kleptomaniac. Mitchum is cast as a patient, who finally escapes through her, and Raymond plays her husband, a man who has brought the truth to the end of their wedding. Ricardo Cortez, Katherine Kinsey, Reginald Denny and Kay Drexel are among the players. The original was by Bernard Shire and Van Johnson with lyrics by Bert Granet. John Brahm directed the picture which was written by Sheridan G ignore.'s

...Dealing with a beautiful woman who becomes the target of three men who love her, KKO Radio's "The Locket" is said to be one of the most powerful pictures that have ever been seen. Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond have the star roles. John Brahm directed.

Unusual New Screen Offering

Dea With Females Only

The story of an amazing woman whose loneliness is offset by one saw — her irresistible tendency toward theft, is strikingly told in "The Locket," KKO Radio's newest dramatic offering. Starring the distinguished quartet of Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond, the absorbing drama deals with the career of a beautiful girl whose twisted personality ruins the lives of a sweetie and a handsome man, and brings disaster to all those involved.

Miss Day is said to have found the emotional stress of her career as the heroine. Aherne is cast as a good natured painter in her life of painting before he discovers the absorbing task. Shire's script takes the part of a tempestuous artist, who, until he learned the secret of his wife's neurosis, is seen as a wealthy and handsome man. Of her past is suddenly revealed.

Sharyn Moffet, Little Sharyn Moffet, Ricardo Cortez, Katherine Kinsey and Reginald Denny and Kay Drexel are among the players. The story is given a haunting orchestrating by Bert Granet. Directed by John Brahm, the picture is under the production by Bert Granet with the picture which was written by Sheridan G ignore.'s

DISCOVERY

Robert Mitchum, who is now starring on the new picture, is considered a brilliant young actor in his role as Laraine Day in "The Locket." KKO Radio's drama of emotional situations, Brian Aherne and Gene Raymond are co-starred.

ACTS BEAUTIFUL THIEF

Dealing with the problems of a lovely young woman who brings ruin and disaster to the whole world, KKO Radio's "The Locket" stars Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond. An unfortunate childhood episode develops into the heroine's kleptomaniac neurosis, which wrecks the careers of two of the three men who love her, her husband's sense and leads to the dramatic climax. John Brahm directed.

PAG E EIGHT
Emphasizing the mystery that motivated an unusually gay and charming girl—to the end that she wrecked the lives of all who trusted and loved her—here is your sales provoking

Advertising!

The Locket... chained her to a terrifying past...

The Locket... drove her to ruin any man she dared love...

The Locket... plunged her into the most stormy life a woman ever had!

LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

The Locket

with
SHARYN NOFFETT · RICARDO CORTEZ
HENRY STEPHENSON
Produced by HERT GRAHET
Directed by JOHN BRAHN
Written by SHERIDAN GEBBY

MAT 401—4 cols. x 150 lines (10½ in.); total 600 lines
PAGE NINE
what is the
strange,
sinister,
secret of

The Locket

RKO's Drama of Terrifying Suspense—starring
LARAINÉ DAY • BRIAN AHERNE
ROBERT MITCHUM • GENE RAYMOND
COMING SOON!
MAT 215

Drama... far out of the ordinary!
As strange, as sinister...
as its terrifying secret!

The Locket

starring
LARAINÉ DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND
WATCH FOR THIS RKO HIT!
MAT 216

So Sweet... So Sinister!
What is the
story behind
her strange secret?

The Locket
...holds the answer!
WATCH FOR THIS RKO HIT!
MAT 211

What drove her
to ruin any man
who dared love her?

The Locket
...holds the answer!
WATCH FOR THIS RKO HIT!
MAT 213

Innocent Eyes... that hide a
dreadful past!
What is the
story behind
her sinister secret?

The Locket
...holds the answer!
WATCH FOR THIS RKO HIT!
MAT 212

what haunting
hunger drove
her to
lie... cheat... steal...?

The Locket
...holds the answer!
WATCH FOR THIS RKO HIT!
MAT 214
Definitely an unusual, out-of-the-ordinary type of picture, "THE LOCKET" lends itself to a teaser campaign designed to capitalize on this quality and pique curiosity of patrons. On the opposite page are six teasers for this purpose. Start your campaign by spotting these through your paper list, and follow up with the larger displays, all of which emphasize the same note, while also selling the romance and drama of the picture.

Each of the teasers shown is approximately 2 cols. x 52 lines, a total of 104 lines to each ad.

Men took their lives in their hands when they took her in their arms!

LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND in....

From one man's arms to another, she fled—trying to escape the evil memory of the tragic trinket whose strange power changed her life...destroyed her loves!

The Locket

SHARYN MOFFETT · RICARDO CORTEZ · HENRY STEPHENSON

Produced by VERT CRANE · Directed by JOHN BRAHAM · Written by SHERIDAN GIBNEY
MEN Worshipped...
Cursed...Hated...
Loved Her!

THIS GIRL
whose innocent eyes hid a dreadful past!

The Locket

Starring
LARAINNE DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

with
SHARYN MOFFETT - RICARDO CORTEZ
HENRY STEPHENSON - Produced by BERT GRANT
Directed by JOHN BRAGA • Written by SHERMAN COMEY
"The Secret the locket hides
is mine alone!"

A soul with shuttered windows...
something was hidden there
unfathomable...dangerous!

The Locket
Starring
LARAINA DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

with SHARON MOFFETT - RICARDO CORTIZ
HENRY STEPNIKSON
Directed by WYATT EARP - Directed by JOHN BEHAN
Written by NOEL NEILL

MAT 502—5 cols. x 200 lines (14¼ in.); total 1000 lines
MEN Worshipped...Cursed...
Hated...Loved Her!

The Locket
Starring
LARAINA DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

Produced by HENRY GRANT • Directed by JOHN HUSTON • Written by FRANK RICHARDSON

MAT 304—3 cols. x 150 lines (11½ in.); total 480 lines
Her Monstrous Secret
Wrecked 3 Men's Lives!
Not love... not money... but a haunting hunger drove her to lie, cheat, steal. Why? IT'S THE STRANGEST SECRET EVER TOLD!

LARAINA DAY•BRIAN AHERNE
ROBERT MITCHUM•GENE RAYMOND
The Locket

with SHARYN MOFFETT•RICARDO CORTEZ
HENRY STEPHENSON
Produced by JOHN BRAHMS
Written by STERLING GIBBET

MAT 305—3 cols. x 200 lines (14 3/4 in.); total 600 lines
MEN Worshipped... Cursed... Hated... Loved Her!

THIS GIRL whose innocent eyes hid a dreadful past!

The Locket

Starring
LARAINA DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

with
SHARON MOFFETT, RICARDO CORTIZ
HARRY STEPHENS

Produced by: WALT DISNEY
Written by: DONNA ROSS

MAT 102
33 lines on 1 col. (2¼ in.)

The Locket... chained her to a terrifying past!

The Locket

Starring
LARAINA DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

with
SHARON MOFFETT, RICARDO CORTIZ
HARRY STEPHENS

Produced by: WALT DISNEY
Directed by: JESSE WILSON

MAT 104
67 lines on 1 col. (4¾ in.)

The Locket's sinister secret drove her to ruin any man she dared love!

The Locket

Starring
LARAINA DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

with
SHARON MOFFETT, RICARDO CORTIZ
HARRY STEPHENS

Produced by: WALT DISNEY
Written by: DONNA ROSS

MAT 201
2 cols. x 6 lines (1 in.); total 32 lines

MAT 204
2 cols. x 60 lines (4¼ in.); total 120 lines
"The Secret the Locket hides is mine alone!"

A secret as strange and as sinister as her story!

The Locket
Starring
LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

Produced by DIA DEAN
Directed by John Brahm
Written by William Rameau

MAT 302—3 cols. x 138 lines (9½ in.); total 395 lines

STRANGE! SINISTER!
Her secret... Her story!

The Locket
Starring
LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

Produced by DIA DEAN
Directed by John Brahm
Written by William Rameau

MAT 203
2 cols. x 38 lines (2¾ in.); total 76 lines

MEN WORSHIPPED...
CURSED...
HATED...
LOVED HER!

The Locket
Starring
LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

Produced by DIA DEAN
Directed by John Brahm
Written by William Rameau

MAT 203
2 cols. x 50 lines (4½ in.); total 120 lines
Another Big Promotion!!!

BOSCUIL TEA AIR SHOW WITH "THE LOCKET" GIFT TIE IN

500 beautiful gold-plated Locket Compacts

BOSCUIL TEA, whose highly popular radio program features valuable gift distributions, and which has tied in with various RKO Radio pictures, includes promotion in its January, 1947 period for "The Locket."

Announcing a contest in which listeners send in replies to a questionnaire, the Boscuil program distributes 500 very stylish and elaborate gold-plated compacts designed in the heart-shaped locket emblem to which the plot is keyed in the RKO Radio picture starring Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond.

This radio campaign is not only active during January, but runs through the entire month of February. In the form of references to "The Locket" contest, the show provides a priceless build-up which will result in excellent public relations.

Illustrated is the display card, in some colors, issued to dealers. Besides this, a big ad in the PM and supplement of the New York Herald Tribune and in the Philadelphia Inquirer launched the stunt, besides local dealers ads in newspapers east of the Mississippi River, the main field of the Boscuil campaign as managed by the N. W. Hackett Co. advt. agency.

MEN took their lives in their hands when they took her in their arms!
FEATURING THE LOCKET IN MANY STUNTS

LOBBY SHOWCASE TEST. Install a padlocked glass display case in your lobby with an attractive locket featured in the center. Distribute keys to your merchants, who should give them to their patrons. A few careful keys will open the padlock, but others won't. Advertise free guest tickets to those who turn in keys that will open the lock. If you wish to eliminate the question of keys you can place a combination lock on the box and make the same offer to anyone who can correctly name the photographer in which the girl and the locket appear.

TRICK SET PIECE. Fashion a large locket out of cardboard for a display in your lobby. This should be made with depth and rigged to open and close automatically. On the front use a large blow-up of Laraine Day, with this copy: “What dramatic secret does this locket hold?” On the inside prints of Robert Mitchum, Brian Aherne and Gene Raymond with this copy: “Can any of these men unlock the secret of a beautiful woman’s unhappiness?” As an added touch of interest place a park bench in front of the locket with a boy and girl seated facing the display. On a card use this copy: “We are waiting for the locket to open. Don’t miss Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond in The Locket,” coming to this theatre next . . . . . . . . This stunt should be worked one week in advance of the opening.

CONTEST IDEA. Window displays of locket should be made a week in advance of the picture’s opening. Offer a prize from one of the co-operating stores for the best letter on: “Why I would like to own a certain locket from (name of store).” This stunt should also be tied in with the newspaper in which co-operating merchants use special ads featuring their particular style of locket. Ping the idea through trailers, lobby and heralds. Tie in each window display with the picture playing at your theatre.

HIDDEN PRIZE. In one of a large number of lockets in a merchant’s window insert a photograph of Laraine Day, posed with a locket (Ads. 79), and offer guest tickets to anyone who can correctly name the photographer in which the girl and the locket appear.

WEDDING CAKE. In the story of “The Locket” Laraine Day is shown being led toward the altar. This suggests a wedding cake to be displayed in your lobby, promoted from the leading bakery. It should have a locket hidden in the cake. Every fifth woman patron purchasing a ticket should be given the opportunity to cut a piece of cake at a stated time. The person finding the locket in the cake should be awarded the locket as a prize.

OLD AND NEW. Arrange for a new window display of old lockets together with a number of the modern type. Borrow some from a private collection or museum. Use the slogan: “What strange effect has a locket on the mind of a beautiful girl?” Etc.

LOCKET SEARCH. Pick up a number of cheap novelty lockets and distribute them in parks, business sections, and stores, etc.უარომაყარულა, როგორც ამის საფუძველმა, რომ ისევე ვითარდება. Advertise through newspapers, lobby and canteens that those lockets have been lost and if the finder returns them to the box office they will receive a guest ticket to see “The Locket.” If you give this stunt an adequate build up you will create a lot of public interest and thus start a city-wide search for the lost lockets.

STAR “Breaks” Display.

Robert Mitchum and Laraine Day are currently featured in many of the fan magazines. Make a lobby display upon which you paste a montage of Siberia about these stars, created upon a 11 x 14 Lobby Card from “The Locket” set.

Use Marquee Hangers.

The title of this show lends itself to an attractive use of heart-shaped locket hangers for under the marquees. They can have creators fashioned from 11 x 14 lobby cards. The size should be adequate to take in the cards.
PSYCHOLOGY EXPERT ON 'THE LOCKET'

Highly interesting to the general public will be a discussion of the psychological factor in "The Locket." There are two angles that are feasible. A newspaper can enlist a psychologist to be interviewed at a screening of the picture, on his reactions to the inhibitions suffered by the heroine. As reported in an article in the newspaper it will be a unique feature... The same topic can be used at an interview over the local radio station. The interview should be introduced by the reading of the synopsis of "The Locket," after which the Master of Ceremonies interviews the psychologist upon the various manifestations of the heroine's mental complications that cause her to be a thief.

COSTUMED CUT OUT

Your ladies' wear or department store might be interested in this stunt. Out of plywood make a life-size cut-out of a woman's form. For a face, apply un handled portrait of Laraine Day. Arrange for the window trimmer from a co-operating store to drape this figure of the star in the latest fashion. The store should be given a card of credit, and the cut out should be used that features the title, star and playdate for the picture. This display should be presented in the lobby one week in advance of the picture, and then placed in the window of the co-operating merchant during the week the picture plays.

MATCHED PHOTOS

Get your patrons hunting for the stars of "The Locket." Use a one column mat of each of the stars, Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond. Print these on white cardboard and cut each one in half. Distribute the halves in different sections of town. Through your trailers, lobby and other advertising advise the public that if they return the completed photographs of four stars to the box office they will receive a guest ticket to see "The Locket.""

HAIR-DO EXHIBITION

Use the hair-do of Laraine Day as the basis for a costume demonstration. Beauty parlor should supply demonstrators, and also place the model in their windows and newspaper advertising. The demonstration should be done on your stage or floor during the run of the picture.

FOUR-COLOR STAR MAT

From specially prepared art, RKO Radio has issued a four-color (5-Col. x 13") screen scene mat of Laraine Day in "The Locket," which has been converted to a regular list of Sunday newspapers equipped to print four-color sections. If your local newspaper can print four-color art, and the item is not already placed in your city, have your editor apply for mars and progressives color proofs, gratis, to:

S. Barrett McCormick, Editor Service Div., RKO Radio Pictures, Inc., 1770 Avenue of the Americas, N.Y., N.Y.

DRESS DESIGN CONTEST

Here is an idea that will appeal to the women. Offer a prize for the best designed dress for Laraine Day. Work this stunt with your newspaper by printing several pages of Miss Day in the newspaper. Written outlines of ensembles should be sent to the newspaper, with the fashion editor acting as one of the judges. The written answers can be the basis for the awards, but special prizes may be offered for costume sketches that may be submitted by contestants.

DRESS DESIGN CONTEST

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RADIO SPOT

(Distant strains of "The Wedding March" as background music.) A beautiful bride walks slowly down the aisle as eager faces gaze admiringly upon her loneliness. There is a hushed stillness, with the delicate strains of The Wedding March filling the air. Suddenly she stops! Her face pales! She waves for an instant and then collapses! Men rush to her aid. The groom takes her hand, which is tightly closed. He forces open the fingers, and there lying in the palm of her hand is a locket! What strange mystery is attached to this? Where did it come from? How did she get it? Was it stolen? You will find the answers to these questions when you see one of the most unusual stories ever brought to the screen, titled "The Locket" starring Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond at the Palace Theatre. The lives of several men are ruined, all due to a stolen locket and its influence on the mind and the career of the girl they love. "The Locket" presents a fresh dramatic approach to the psychological drama, developed with suspense and surprises. RKO Radio's challenging and uniquely told story of a devastating mental obsession, with the brilliant performances of four top stars, Laraine Day, Brian Aherne, Robert Mitchum and Gene Raymond, comes as a powerful and enthralling motion picture, It shows how a childhood fixation persists to prevent the heroine from becoming a normal and well adjusted personality. The effect of this complex of others who enter her life provides taut drama, and crisis after crisis. For an evening of heart-tugging drama be sure and see "The Locket" at the Palace Theatre.

PIC-TOUR ADVANCE DISPLAY

Illustrated in the copy of a full page RKO pre-release ad in LIFE, Dec. 9, WOMAN'S HOME COMPANION, Jan., and LOOK, Dec. 24, for a total circulation of 11,000,000. The same copy is also issued in One Sheets, for advance theatre display to a regular list of houses.
Her Monstrous Secret Wrecked 3 Men's Lives!

The Locket
LARAIN DAY BRIAN AHERNE ROBERT MITCHUM GENE RAYMOND

Men took their lives in their hands when they took her in their arms...

Not love...not money...but a haunting hunger drove her to lie, cheat, steal! Why?...it's the strangest secret ever told!

SET OF EIGHT LOBBY CARDS
11 x 14 INCHES

MEN Worshipped...Cursed...Hated...Loved Her!!

The Locket
LARAIN DAY BRIAN AHERNE ROBERT MITCHUM GENE RAYMOND

Men Worshipped...Curse...Hated...Loved Her!!

22 x 28—"B"

Also SLIDE
LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

The Locket

MEN Worshipped
Cursed...Hated
Loved Her!!!

SHARYN MOFFETT - RICARDO CORTEZ - HENRY STEPHENSON

POSTERS

Her Monstrous Secret...Wrecked 3 Men's Lives!

LARAIN DAY
BRIAN AHERNE
ROBERT MITCHUM
GENE RAYMOND

The Locket

RKO RADIO PICTURES

3 SHEET

1 SHEET