IT TERRIFIED HIM TO FEEL THAT SOME DAY SHE MIGHT LEARN HIS SECRET!

IT TERRIFIED HER MORE TO FEEL THAT SOME DAY HE MIGHT LEARN SHE KNEW IT...AND HAD KNOWN IT ALL THE TIME.

MARY PICKFORD IN SECRETS

WITH LESLIE HOWARD

The charm of "SMILIN' THROUGH!" The sweep of "CIMARRON!" The epic greatness of "COVERED WAGON!"
The glory of all of these woven into a story that summarizes all that MARY PICKFORD has meant to the screen.

A FRANK BORZAGE PRODUCTION

Another from UNITED ARTISTS
"SECRETS" PROVES ANOTHER T

Star, Director, Cast, Story, Admireable

"SECRETS"
United Artists

The crowded house handed in their verdict without leaving their seats in no uncertain terms. A steady thunder of applause for at least half a minute signaled the fadeout of a picture that held them unawaveringly for an hour and a half.

As "Secrets" summarizes in a panoramic epilogue the life of its heroine, so does it summarize all that Mary Pickford has meant to the motion picture fans of America since "The Good Little Devil." The old Mary Pickford of fifteen years ago comes back with all her demure deviltry, her sparkling-eyed mischief, in an opening sequence that kept the audience in gales of laughter as she played out the forbidden romance and elopement with Leslie Howard.

No actress could have surpassed her and few could have equalled her as the stickler mother during the pioneer days in California, her dead baby in her arms while her husband and his lone companion stood off the cattle rustlers with their shotguns. Years of training in the too completely forgotten pantomime of the silent drama were distilled into those few scenes, while women and men in the house alike choked and sobbed into their handkerchiefs.

Frank Borzage clicked off another production in his best style as he manipulated the progress of "Secrets." His handling of the final sequence, with the subtly convincing half-lighting of Miss Pickford to make her age genuine, was not the least of his artistic triumphs.

The casting of the picture ranks with finest efforts of the last five years. Leslie Howard was decidedly more satisfying than he had been in "Smilin' Through." Aubrey Smith, Blanche Frederici, Doris Lloyd and Ned Sparks brought an abundance of life and authentic feeling to their parts.

Ray June's photography deserves a special citation. Frances Marion's screen play is a perfectly performance from first line to last.

There should be a huge audience throughout the country for a picture like this. And the Pickford fans should storm the box-offices to see their favorite in what many will call the finest picture of her career.

The screening was over. Fan magazine writers and newspaper correspondents whose columns are read all over the world, streamed out of the Hollywood projection rooms. Happy smiles wreathed their faces. Mary Pickford had come through with a great hit in "Secrets."

On the left, is reproduced the exact review published by the Hollywood Reporter, one of the leading motion picture trade papers. This is merely just one of the many rave reviews that greeted "Secrets." Soon fan magazines with millions of circulation and newspaper syndicates that cover every important city in the world will be publishing the good news that one of the biggest pictures of all times is headed towards the public of movie fans who are the ones who eventually put the coins on your box-office counter.

Here is how you have a chance to exploit — names like Mary Pickford and Leslie Howard. "Secrets," a famous stage play and now an even greater screen story and all directed by Frank Borzage, who is responsible for "Seventh Heaven" and more recently, "Parnio's 1 Arm."

Let the folks know that "Secrets" is coming to town. Exploit it from every conceivable angle. The pent-up interest in the return of America's Sweetheart to the screen, will be amply felt at your boxoffice. Leslie Howard right now is riding the crest of a wave of popularity, and is one of the sincerest, most lovable, romantic actors that the American public has idolized in many years. Make any claims you want for "Secrets" and the picture itself will live up to them. It has charm, the sweep of masterful scenes and the tremendous greatness of a picture that carries you right up to the present day — and what a finish! They'll leave your theatre knowing that they have witnessed a human document that tops them all.

Movie Memory Contest

The cast of "Secrets" is chuck full of famous movie names in addition to those of the leading players. Do you want to remember Ethel Clayton, Besie Barrios, Hulley Gordon, Elmo Stevens, and other movie names that go back to the old Biograph days. These players have been given bit parts in the closing scenes of "Secrets." Here is a tip to pique the curiosity of the old-timers. Can you name these players that you may have been followers of the silent screen for many years and are now numbered among your steady customers. Under the heading of "Movie Memory" you can publish photographs of scenes shown on the right in which the above mentioned actors and actresses appear. Your captions should read as follows: "The "Secrets" Mary Pickford's latest starting vehicle atmos are from the Rivoli Theatre, and should number among the reporting cast by answering the question listed below. It is true, the others will tax your memory and knowledge of screen history. The first ten patrons who turn in all correct answers will be given two greentickets for "Secrets."

1. Who first appeared in "The Bachelor Father," with Marion Davies and since then in "Love Me Tonight," with Maurice Chevalier? "Trouble in Paradise" and "Lavish Liner?"

2. Who is one of the atmospheric players, but with the earliest silent picture days was a star and a serial king, known in movies from every-where for his feats in "The Perils of Pauline"?

We have prepared this Movie Memory Contest in unguaranteed form which contains no questions and leaves you to select those you wish. You can enter copies of this contest in any advertisements for your local United Artists Exchange. Be sure and illustrate it with your film posters and the ones shown on the left. If you are unable to get the poster shown at your exchange order the stills for the Movie Memory Contest direct from United Artists Exploitation Department, 727 5th Avenue, New York City. They are 50 each.

A STUDY OF STARS IN THE PICTURES OF "SECRET"

MARY PICKFORD
"SECRET"
LESLIE HOWARD
A FRANK BORZAGE PRODUCTION
UNITED ARTISTS
14 - One Col. Ad. (Mat. 6b); Cut 30b
12 - Two Col. Ad. (Mat. 10b); Cut 40b
Capitalize on "Happy Couple" Publicity

Soon newspapers throughout the country will be running the Mary Pickford "Happy Couple" Contest, thousands of times will give this stunt nationwide prestige.

In your own city, here is your chance to organize a publicity campaign in connection with your local newspaper that will give you volumes of free space.

The theme of "SECRETS" shows Mary Pickford as an unhappy girl who is being forced into a wealthy marriage by her father. She escapes with Leslie Howard and faces the hardships of the Western Trail, shares her secret joys and secret sorrows, and the entire romance is carried right up to the time when Mary and Leslie are in their eighties. In other words, here is a "Happy Couple" that stands by one another for a period of many years. No doubt in your city there are hundreds of couples who have been married for many years, but everyone knows them and knows they are, are young in spirit and full of love for each other.

Through the columns of your newspaper publish photographs of several amusing poses of Mary Pickford and Leslie Howard. Announce that your theatre has organized a "Happy Couple" contest, whereby the married couple in your town who receives the greatest number of votes in a popularity contest will receive a certain prize. This prize can easily be renewed through a stent with some other store in your city. Anyhow, by simply calling the store will give you the space your theatre wishes in the publicity in return. The newspaper will benefit by the fact that it will fill the page of the newspaper will be a receptive reading as follows: "I vote for Mr. and Mrs. Smith, 1234 Fifth Avenue, as being the happiest couple in Smithville." The couples name to be filled in of course. These ballots to be deposited in a box in the lobby of your theatre. On the right side of the box a bulletin board on which you can post the different photographs of "Happy Couples" and their names. The ballots will naturally be much alive since all the folks will be interested in saving whether their pictures are included in this display. Start this contest at least one week in advance of the showing of the picture and have it carried right through to the final play. You will find that the Mary Pickford "Happy Couple" contest publicity will give your theatre an exploitation campaign that will be reflected by increased receipts.

Six-Sheet Broken Up As Giant Jig-Saw Puzzle

To capitalize on the current craze for jigsaw puzzles, we suggest that you utilize the stunt outlined as follows: Have a reproduction of the six-sheet poster in the window of the most popular store in town selling jigsaw puzzles (the same idea can be applied to the three-sheet and one-sheet). Then take the poster, mount it on a heavy cardboard and cut it up into a jigsaw puzzle, put the pieces all over the window. The idea is to have the customers come into your store and play the jigsaw puzzle. You can use the jigsaw puzzle as an advertisement for your theatre. However, remember to use the jigsaw puzzle idea for your theatre benefit.

There will be an opportunity to plant a series of feature articles in your local newspaper on the basis of "SECRETS." For example, you can start with an historical background, such as the story of the famous Valentine: "H, no other, A B seek's her." Another secret of history should be utilized with the following verse: "When was the secret of the Falstaff, the favorite sister of Napoleon?" The answer, as should appear in your next day's newspaper, is "a famous actor who has been admired by the Empress, with many secrets to tell to the public, and this fact was not discovered until 1912, the famous historian, Hecht, in the Barnes, gave it to the public." For further data on "Famous Secrets of History," write to the exploitation dept., United Artists Pictures, 729 Seventh Ave., N.Y. This information will be sent you free of charge in microform and will be available for one week.
Catch Lines

In every human life there are secret joys and secret sorrows that we keep locked up in our hearts.

What a combination! America's sweetheart and Leslie Howard, who is riding the crest of a wave of popularity as the screen's best liked romantic player.

In a twinkling of an eye, their minds were made up. They slipped and sat their faces toward the West, empty pockets, but hearts singing with hope. A maid clapped hands in a beautiful love that kept them side by side through a hundred years of joy and sorrow.

"I was unfledged because I was handsome and you were two thousand miles away." But Mary with a forgiving look answered, "When you deceived me in New York, I was with you, and not two thousand miles away.

The charm of THE SMILING THROUGH, the sweep of CIMARRON, the epic greatness of THE COVERED WAGON. All of these woven into a story that summarizes all that Mary Pickford has meant to the screen.

Honed in on all sides, fighting a certain losing battle, should he give himself up and save his wife and child, or should they all go down fighting together?

No protection, and their little homestead at the mercy of wandering bands of rustlers, no wonder they took the law into their own hands and fought fire with fire.

Charm, sentiment, action and romance, all cleverly woven into a panorama of entertainment that proves a triumph of the talking screen.

Door Knob Hanger

An unusual effect has been obtained in the use of this door knob hanger since the hole that fits over the door knob is die cut through the paragraph held in the hand of Mary Pickford. Above on the right, you see how its fit snugly over the door knob and on the left is a close up view of the novelty. There is a certain touch element that is bound to receive quite a bit of interest due to the catchline, 'Don't keep any SECRETS from your neighbors, tell them to see Mary Pickford in SECRETS'. You should make good use of this and be sure to hang it not only for house to house placement, but fitting these over the handles of automobiles at street corner intersections wherever traffic stops so that when the car starts up again these little door knob hangers will set out moving billboards for your pictures. They are made of cardboard and are 11 inches in height and 4 inches in width. Prices include theatre imprint and playbill:

- 500 $1.00
- 1,000 $0.50
- 2,000 $0.35 per 100
- 5,000 $0.30
- 10,000 $0.25
- 25,000 $0.20

Order these direct from Economy Novelty & Printing Company, 259 West 39th Street, New York.

Do Married Men Claim Polygamy Their Privilege?

Is it true that men are potentially polygamous? Can a wife forgive and forget and continue to live happily with her husband until "death do them part" even after he has confessed his infidelities?

Are the divorce courts the only solution when a marital back heads for the whirlpool of disaster, or can this problem be solved in the return of the human heart?

Great minds and foremost authorities on human conduct have long debated the single versus the double marital standard.

Controversies have raged and public eyes have been raised over these intricate questions of behavior since time immemorial, but in all the realm of fiction or fact, they have never been answered more convincingly than in Mary Pickford's 'Secrets', which comes to the screen...

See this powerful and gripping love story in which Leslie Howard, madly in love with his screen wife, Miss Pickford, Nevertheless finally becomes so enraged in an affair that he breaks his marriage vows, but insists he loves only his wife. To his amazement he learns that she is aware of this affair, as well as several others in which he has been involved.

How the wife handles this situation provides a strange denouement.

Should the husband have done at all? Or can you suggest a better solution?

Now is your opportunity to voice your thoughts and views, and in doing so, qualify for one of the prizes offered by the management of the ............

After viewing 'Secrets', write from 100 to 300 words giving your opinion, and mail to the management of the .................. or leave at the box office.

The winning letters will be published in the newspapers.

There are several other fine sequels that emphasize Leslie Howard's unfaithfulness in the role of husband. For example, he confesses that he was unhappy during a long ocean voyage and all this by saying his wife was too thousand miles away. However, Mary later finds him dead in an affair with a New York actress while Mary was in the same city with him, and she gently hints that when he was unhappy in New York she was too thousand miles away.
Remember the High Wheeled Bicycle?

“SECRETS” starts off in a very amusing fashion. Mary is seen riding in an open carriage with her mother, when suddenly from the rear, Leslie Howard comes pedaling along on his high wheeled bicycle. His obvious attempts at romance end in a minor catastrophe for him as he loses control of the cumbersome bike and takes a terrific header on the hard surface of the road. Later on when he goes scoring, he again arrives serenely perched on his mechanical steed and whispers his romantic pleadings over the garden wall.

No doubt in your city there are many old-time relics of the 80’s when high wheeled bikes were just the thing. No doubt you have seen many newscasts during the past several years where rescues of old times were pictured in the film galloping around on their trusty high wheeled steeds.

Use As Street Ballyhoo

See if you can create a high wheeled bicycle. Have a man dressed who approximates the appearance of Leslie Howard. The pedaler on his bike has the picture will cause quite a bit of attention if you have this fellow ride down the main street of your town over a scheduled route that terminates at your theatre. No doubt the kids of your city with their own regular standard stationary bikes will stream along behind and make something of an impromptu parade out of your exploitation stunt. Every time this high wheeled bike is forced to stop and the rider has to dismount rather hurriedly you ought to get a burst of glee from the crowd due to the fact that he has to be practically an acrobat to get off without taking a headlong dive.

Don’t use a man too serious about his job. Better have someone who will burlesque it and put the lookers in good humor. As an additional thought in connection with the bicycle idea, you might arrange a local bicycle race for some of the boys and award a “SECRETS” prize to the winner. This bicycle race to be held Saturday morning so as to stimulate your matinee business on this picture. The kids will talk about it all week long in anticipation of proving who is the most adept speedster with his bicycle. But regardless of whether you use the race as part of your “SECRETS” campaign, be sure that you get hold of a high wheeled bike and give yourself one of the liveliest street ballyhoo’s you have ever utilized on any picture.

A TRIUMPH FOR THE TALKING SCREEN!

Here’s the STAR of STARS outshining anything she has ever done before! In a story that summarizes all that she has meant to the motion picture!

NO FINER ROLE HAS BEEN GIVEN ANY ACTRESS TO PLAY!

NO ACTRESS COULD HAVE PLAYED IT FINER!

MARY PICKFORD

IN
SECRETS

with LESLIE HOWARD

A FRANK BORZAGE PRODUCTION

UNITED ARTISTS PICTURE

Secrets

Blonde vs.
Brunette

One of the thrilling climaxes in “SECRETS” occurs when Lena Maris, who plays the part of the beautiful Spanish beauty, approaches Mary Pickford and attempts toelijk of love of her husband, played by Leslie Howard. She becomes Mary and says that Mary’s feminine beauty no longer attracts Leslie Howard and that she Dark Latin temperament is better suited to Howard’s personality.

Have you a direct clash between Blonde and Brunette, How Mary overcome this situation is delightfully explained in the picture, but here you have a contest of curiosity value based upon the fact that “The rate more for Blondes or Brunettes, which does depend upon the individual person?”

Use a scenic head caption to this effect — “Leslie Howard married a Blonde, but claimed a Brunette. How was this romantic struggle settled in “SECRETS”?

Explain to us in your own words (in no more than 100 words) whether you believe men are more attracted to Blondes or Brunettes or whether that depends upon individual preference.

The different amusing comments received daily by the newspaper in which you place this Contest, should be posted on a bulletin board outside of your theatre so as to keep alive the curiosity value of “SECRETS”.

Can You Keep SECRETS

Teaser Throwaways in Envelopes

A novelty herald has been prepared which is available in two different styles, one as above in envelopes containing the copy — “Can you keep SECRETS?” or at the same price in the envelopes shown below, with the caption — “SECRETS every wife and husband should know.” Naturally, inside these envelops is a strong selling stunt on Mary Pickford in “SECRETS” along with your theatre name, playdate and inspector.

These throwaways should be given away on the street or by house to house canvases, or handed out to patrons leaving your theatre from the previous show.

They are specially priced at:

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Order them direct from Economy Novelty and Printing Company, 315 West 39th Street, New York City.

*Specify which envelope you want when sending your order.

SECRETS

Every Wife and Husband Should Know!

Color Tone Slide

A special effect slide has been made up which you should in advance of the main title or “SECRETS,” if reproduced above. It is highly colored in two sizes for any standard equipment. Colored positive alone will give excellent result and can also be used with uncolored negative to obtain desired depth.

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Order by Number N-496 direct from National Studios, Inc., 226 West 56th Street, New York City.
The "SECRETS" tire covers are made of a strong durable card board as shaped that they fit every standard automobile tire and will stay up over a long period of time and remain bright and good looking despite rough usage.

The tire covers are prepared in two colors and are startlingly visible at quite a long distance.

Plant these on any automobiles, taxicabs and other vehicles at least a week in advance of you start of "SECRETS" as it is possible, so that this bright flash will be driven all over your city and let people know that a real movie is coming to town.

They are priced as follows:

- Lot of 10... 25¢ each
- Lot of 25... 20¢ each
- Lot of 100... 16¢ each
- Lot of 200... 10¢ each

There is an additional charge of 5¢ per cover for hand lettering your theatre imprint and playdate. Prices are f.o.b.
The Himan Manufacturing Co.
Waterhton, Iowa

"Pickford Grey"
The Newest Color

During the screening of "SECRETS" Mary Pickford established a new fashion vogue that has been rapidly spreading all over the world. She designed the color called Pickford Grey. This grey fabric was not only used in costumes but was employed in back drops, scenic effects, chair covers, window drapes and other articles within the camera. Immediately fashion designers got busy. Pickford Grey became an established reality.

A uniform for window displays with any type store that meets with your requirements. For example, you can build up a men's hat store to feature a series of Pearl Grey hats with a real Pickford Grey as follows: "Wear the newest style in hats Pickford Grey, inspired by Mary Pickford's newest screen success with Leslie Howard." From the woman angle it will be an absolute click since dress shops can feature the new grey fabrics of all types as made up in women's dresses, with pocketbooks, hats and other accessories to match in order to give the smart woman a complete Pickford Grey wardrobe.

Get the best store in your town to run promotional ads telling the Pickford Grey idea as being the newest thing in classy fashion, and, of course, mention in all your literature that Mary Pickford in "SECRETS" is coming to your theatre.
Simple Romances Still Excel, Says Mary

Wisecracking Has No Place in "Secrets," Star's Newest Picture

Cycles may come and cycles may go, but the age-old love story of the man and woman who fight their way to happiness together, overcoming all obstacles, remains basically the greatest and most satisfying screen theme.

It all depends upon the way and by whom the story is told.

So declared Mary Pickford, who considered herself the pioneer in the cycle, including stage plays, best-selling novels and screen originals, before others "Secrets," which comes to the theatre, is a new one calculated to give of universal appeal.

Simple Love Story

"Secrets" is a simple love story, according to Miss Pickford, a down-to-earth romance of clams and flowers with no so-called sophistication, wisecracks or "daring situations.

There's an identification to pull a rich American father, Walter Ruston, his daughter and her proposed mate, a young couple bickering the hardships of westward-bound Texas and California, all the while a family, eventual 據樣, with no husbands and all other women; a lonely, divorced wife who refuses to let threatened scandal wreck their happiness.

The ingredients are what they have always been. Miss Pickford, by her supporting cast, including Leslie Howard, makes "Secrets" possible. Director Frank Borzage, screenwriter Frances Marion and a technical staff have made "Secrets" perhaps.

"Secrets" Cast

MAY B. WILLIAMS, Mary Pickford, as Flora Ruston; WILLIAM HUTCHINS, John Ruston, as Walter Ruston; LESLIE HOWARD, Steve Martin, as Abel Martin; MAY B. WILLIAMS, Barbara Ruston, as Barbara Ruston; LESLIE HOWARD, Steve Martin, as Abel Martin; MAY B. WILLIAMS, Mary Pickford, as Flora Ruston; WILLIAM HUTCHINS, John Ruston, as Walter Ruston; LESLIE HOWARD, Steve Martin, as Abel Martin; MAY B. WILLIAMS, Mary Pickford, as Flora Ruston; WILLIAM HUTCHINS, John Ruston, as Walter Ruston; LESLIE HOWARD, Steve Martin, as Abel Martin.

Another Screen Find

In is one of the screen idols of tomorrow, according to Mary Pickford's "Secrets" at the... Hollywood box office. Bertha Vermillion, 19-year-old daughter of former screen star, is the shining star of the picture, appearing in important supporting roles with her sister, and by her leading man, Leslie Howard. Young Vermillion, who is a prominent Kalamazoo, Mich., family, won her spot in the big pictures in the middle west before attempting to crash the gates of Hollywood. According to Director Frank Borzage, he is enthralled with the ability, looks and intelligence that should make him far in a screen career.

"Secrets" With Best Cast of Her Career

Mary Pickford due in "Secrets" will bring in the best cast of her career, according to Frank Borzage making "Secrets." This is still another of Miss Pickford and Frances Marion's screen triumphs, which comes to the theatre.

"Secrets" will be recast, based upon the novel "Flora Martin" by Rudolf Besier and May Edgington which was published in New York by Sam Harris.

Director Borzage Once a Star in Films

Also was Miner and Rancher Before Taking Up Acting Career

Frank Borzage, director of Mary Pickford's "Secrets," was a miner, rancher and leading man, actor and "western" star before he came to Hollywood to make-up box for a megaphone. Born and reared in the Yukon, Mr. Borzage came to Hollywood at the age of nineteen, and was a leading man and actor in films. His first work in the film capital brought him fame to the future. A few years later he became one of the best-known picture directors in Hollywood.

A leading man in the late Thomas Ince's pictures, Mr. Borzage, went on his own and played in his own "westerns." As a director, Borzage burst into fame with "Vixen," which won the Photoplay Medal. He again won the Photoplay medal with "Seven Blue Heaven," which also captured the Academy of Motion Picture Arts and Sciences award.

Some of his other productions were "They Had to See Paris," "Song of Yellow Hair," "Lillian," "Carry On, Mr. Ford," "After Tomorrow" and "Fascinat to Arms.

Academy Winners Help To Film "Secrets"

Two double-winners before the Academy of Motion Picture Arts and Sciences have added a winning touch to Mary Pickford making "Secrets," which comes to the theatre.

The double-winners are Frank Borzage and Frances Marion, the former for direction of "Bad Girl" and "Seven Blue Heaven" and the latter for scripts of "The Champ" and "Two-Minute Warning.

All worked hard with Miss Pickford, herself an Academy winner for her "Coquette." And behind all of them was Miss C. V. Leitch, Mary's production manager, who was president of the Academy.

In front of the cameras was another star-actress, Miss Pickford's leading man was Leslie Howard and the other girl, Mora Morris. Others in the cast are C. Aubrey Smith, Blanche Frederici, Doris Lloyd, Herbert Evans, Ned Sparks and Jerry Stewart.

"Secrets" will be recalled, based upon the novel "Flora Martin" by Rudolf Besier and May Edgington which was published in New York by Sam Harris.

Several Ex-Stars

But in adding to these Miss Pickford surrounded herself with several stars and actresses who use to their own screen triumphs. Among these were Bertha Vermillion, Leslie Howard, May B. Williams, Frances Marion, scenarist, and Frank Borzage, director, who recently were awarded their second trophies by the Academy of Motion Picture Arts and Sciences, thus joining the very small group of Academy winners. Miss Williams won her prize for "Coquette," Leslie Howard for his work in "Young Mr. Lincoln," and Frances Marion for her "Coquette.

In front of the cameras was another star-actress, Miss Pickford's leading man was Leslie Howard and the other girl, Mora Morris. Others in the cast are C. Aubrey Smith, Blanche Frederici, Doris Lloyd, Herbert Evans, Ned Sparks and Jerry Stewart.

Shoebox Horses

Shoebox horses and atttractive sound-recording systems in Hollywood motion picture studios do not mix, it was discovered, when the Mary Pickford company started work on "Secrets.

Horses and carriages clumping up on the sound stages are a fact. Of no importance to noise of players could be heard, yet trailers were usually driven in to solve the problem.

Many and Miss Pickford and her leading man, Leslie Howard.
Unforeseen Problems Toughest in Making of Motion Pictures

Mary Pickford in "Secrets" with Leslie Howard

Mary Pickford, re-christened "America's Sweetheart" in San Francisco, played with Executive Producer Howard in "Secrets," now giving a new meaning to the phrase. "Secrets," now showing at the . . .

Mary Pickford, 25, who is Miss Pickford's star, has been lionized in the newspaper world. She is a star of the first magnitude, and her pictures always draw. She is a "hot potato," and the newspapers write about her every day.

Mary Pickford is an American actress who has played leading roles in many films. She was born in 1892 in the United States and began her career in the silent film industry. Pickford is known for her roles in films such as "The Taming of the Shrew" and "Secrets." She was married to Douglas Fairbanks, with whom she had four children. Pickford was one of the founding members of United Artists, an independent film company. She was also a pioneer in the film industry and is considered one of the greatest actresses of all time.

MABELLE STARR

Rudolph Valentino, 1920

Rudolph Valentino (1895-1923) was an Italian-American actor and dancer, best known for his role as Julio in the silent film "The Sheik." He was born in Italy, but his family moved to the United States when he was young. Valentino started his career as a dancer and later became an actor, appearing in silent films such as "The Affairs of Anatol" and "Enrico Armando." He gained fame for his lead role in "The Sheik," which became one of the most successful films of the silent era. Valentino's romantic image and on-screen charisma made him a Hollywood icon, and he is remembered as one of the greatest actors of his time.

Leslie Howard, 1927

Leslie Howard was an English actor who was known for his distinctive voice and his roles in films and theater. He was born in London in 1893 and died in 1943 in a tragic incident related to World War II. Howard is best known for his role in the film "Gone with the Wind," in which he played the character Rhett Butler. He was also a successful stage actor and appeared in many plays and musicals. Howard was a charismatic and talented actor who has left a lasting legacy in the entertainment industry.

Howard Looks to Literature for New Step

Pickford Leading Man Nurses Ambition to Become Winter Sometime

Leslie Howard, who plays opposite Miss Pickford in "Secrets," comes braving the . . .

Leslie Howard was a British actor who was known for his roles in films and theater. He was born in London in 1893 and died in 1943 in a tragic incident related to World War II. Howard is best known for his role in the film "Gone with the Wind," in which he played the character Rhett Butler. He was also a successful stage actor and appeared in many plays and musicals. Howard was a charismatic and talented actor who has left a lasting legacy in the entertainment industry.

Loves Sports

Howard loves sports and when a youth was seen. He was a keen athlete and loved sports of all kinds. He owned a pair of polo ponies and dogs. He enjoyed playing polo. He was a member of one of the world's best polo teams, and he used to practice on the fields of the Royal Polo Club in Hong Kong.

A Woman's World

Howard was a man of many talents, with a career spanning film, theater, and television. He was active in the entertainment industry throughout his life, and his legacy continues to live on today. Howard's career was marked by a dedication to his craft and a commitment to his art, and he is remembered as one of the greatest actors of his time.

Serials Meet

Remember Paul Panzer and Francis Ford, the serial kings of the silent era? You can see them both on the . . .

Paul Panzer was a leading actor in the silent film era, known for his work in multiple serials and other films. He was also a successful stage actor and appeared in many plays and musicals. Panzer was a talented and versatile actor who had a long and successful career in the entertainment industry.

Francis Ford was an American actor and director who was known for his work in serials and other films. He was born in New York City in 1899 and died in 1970. Ford is best known for his role in the film "Gone with the Wind," in which he played the character Rhett Butler. He was also a successful stage actor and appeared in many plays and musicals. Ford was a charismatic and talented actor who has left a lasting legacy in the entertainment industry.
With more free lace and fewer "formal occasions," the movie star is now in the minority. Hollywood, the once-mighty force that dominated the film industry, is now a set of players, writers, directors, and technicians who contribute to the making of films. The new stars are often more interested in their personal lives than in their work. For example, Mary Pickford was often seen at social events with her friends, rather than promoting her latest film. The new stars are also more likely to be involved in the production of their films, from writing to directing. This shift in power has allowed for more creative freedom and a broader range of roles for women in the industry. However, it has also led to a decrease in the number of female leads in mainstream films. The rise of independent production companies and streaming platforms has also allowed for more diverse and innovative stories to be told. Overall, the film industry has become more diverse and inclusive, but it still has a long way to go in terms of equal representation and pay for women in the industry.
Let These Lobby Cards Draw The Crowds
To Your Theatre

There's real showmanship urge to these vividly colored lobby accessories. The contrasting color schemes lift the 11 x 14's, 22 x 28's and the 14 x 36 card right out of the ordinary groove. Interesting highlights of "Secrets" are illustrated in eye-arresting fashion. Provocative scenes and romantic moments are skillfully woven into these lobby decorations.

Local merchants will be more than eager to display these cards in their windows. They are ever on the lookout for really novel material to attract the attention of the passerby. Be sure your theatre imprints and play date are featured prominently in this connection.

For more than a week previous to your opening date of "Secrets" these accessories should decorate your lobby. They will create advance theatre interest and tie in directly with the ads you run in the newspaper ahead of opening days. Remember these lobbies create a flash that you can translate into cash.

Order Blank "SECRETS"

Send to: Manager Theatre

Town State

<table>
<thead>
<tr>
<th>HOW MANY (Quantity Prices For Each Picture Only)</th>
<th>AMOUNT</th>
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<td>1 Sheets @ 15c each (1 to 50)</td>
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<td>2 Sheets @ 15c each (51 to 100)</td>
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<td>HERALDS</td>
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<td>M @ $3.00 per M (1M to 5M)</td>
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<td>M @ $2.75 per M (5M to 10M)</td>
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<td>M @ $2.50 per M (over 10M)</td>
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<td>PHOTOS</td>
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<tr>
<td>Set @ 11x14 @ 75c per set. (8 in set—Colored)</td>
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<td>Set @ 22x28n @ 80c per set. (2 in set—Colored)</td>
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<td>MISCELLANEOUS</td>
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<td>Slide @ 15c each</td>
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<tr>
<td>Mats @ 5c per Col.</td>
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<td>Cuts @ 20c per Col.</td>
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(This Price Applies to U. S. Only)

TELL THE PUBLIC ABOUT YOUR SHOW
Apply at your nearest United Artists Exchange for CUTS and MATS.

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Copyright MCMXXXIII, by United Artists Corp., New York, N.Y.
MAKING THE WHOLE TOWN COOPERATE BY SELLING DEALERS’ SPACE IN THIS HERALD

The First Lady of the Screen in the Finest Role of Her Career!

Heralds are miniature billboards and afford you an opportunity of smashing home a message to your patrons at very slight cost. The herald prepared on “Secrets” has been reproduced in rich, warm, attractive colors that will catch the eye of your patrons and leave them with an urge to see the picture when it plays your theatre. The back page of this accessory has been left blank for the imprint of local dealers who can help defray the cost of buying and distributing this high-powered seat-seller.

TELL THEM WITH TRAILERS

To permit you to take full advantage of the advertising possibilities of your screens, a punchy trailer, complete with interesting scenes and striking sales copy, has been prepared for your use.

Trailers enable you to reach the people who make up the backbone of your audience and afford you an opportunity of striking home the salient points of “Secrets” in terms of entertainment.

National Screen Service has prepared a trailer which not only gets its message home in very brief time, but also, through its magnificent and artistic finish, conveys to the patron the production values that are to be found in “Secrets.”

Write for special contract arrangement.

NATIONAL SCREEN SERVICE, INC.
126 West 46th St., N. Y. C. 1307 S. Wabash Ave., Chicago, Ill.
1922 So. Yt. Ave., Los Angeles, Calif.
3005 S. Harwood St., Dallas, Tex.

MARY PICKFORD

IN

SECRETS

FRANK BORZAGE

PRODUCTION

LESLIE HOWARD

In this immortal picture Mary Pickford summarizes all that she has meant to her millions of admirers. See her as a favored daughter of wealth—defying her parents and facing the perils of the west for the man she loves. Share her secrets of joy and sorrow—secrets you will carry in your memory forever.

THE GREAT LOVE STORIES OF THE WORLD ROLLED INTO ONE!

HERALDS

COST

ONLY

$3.00

per thousand

BRING THEM IN WITH THESE ACCESSORIES!

Accessories are the backbone of your contact with the public. Use them for all they are worth. Everything you can possibly need in the way of advertising material has been prepared for your use on this picture. On this page you will find the heralds and slide. Then there is a flashy array of lithographs including one, two, six, and twenty-four sheets. Large heads of stars are brought out in vivid colors to catch the eye. Use these cut-outs for your marquees.

Lobby Displays—this material is to be used in your lobby, the show-window of your business.

Cuts and maps have been prepared and are illustrated in this press book. Make use of the stories and sell your local editors on the idea to run photos of the leading characters.

All this material has been prepared to assist you in putting over a whole of an exploitation campaign.