HAL ROACH
presents
CHARLEY CHASE

THE COUNT TAKES THE COUNT

WITH
ANTOINETTE LEES
KEWPIE MORGAN
DIRECTED BY
CHARLES PARROTT
AND HAROLD LAW.

EXPLOITATION

FLANNEL NIGHTIE-PAJAMA PARADE!
Have you ever sponsored a "Pajama Parade" for the students of a College, University, Military School or High School?
They're a panic — and a 100 per cent ballyhoo!
Do a Flannel Nightie-Pajama Parade in conjunction with "The Count Takes the Count"—in which Charley Chase wears a flannel nightie in many of the scenes.
Offer free admission to all Pajama and Night Gown Parades!
Offer Charley Chase prizes for the funniest looking night gown and the "fuzziest" pajamas.
Naturally—the sheet's for men and boys only.
Done in cooperation with a newspaper—this Charley Chase Pajama Parade should net you columns of space and a giant street ballyhoo.

USE ONE SHEET FOR GIANT LOBBY POSTER
Take a look at the one-sheet on "The Count Takes the Count" on the second page of this press sheet.
Your ad firm can create a grand lobby poster by blowing up the illustration to two or three times its size, and using it with catchlines to be found on Page Two.

DO MEN STILL WEAR FLANNEL NIGHTGOWNS? — NEWS FEATURE
What stores in your town still sell flannel night gowns for men—the good old-fashioned kind that Charley Chase wears in "The Count Takes the Count"?
Any good reporter can get a dandy feature story out of this lead.
A story on this very same topic, recently cracked Page One of New York newspapers.
Talk to your editor about it.

CHARLIE CHASE TROPHY FOR CITY'S OLDEST EMPLOYEE
Charlie Chase has been a Hal Roach star, director and writer for twelve years.
This is almost a Hollywood record.
What man or woman, in your town, has worked for one firm for the greatest number of consecutive years?
In cooperation with a newspaper, invite the 50 prize winning employees to the premiere of "The Count Takes the Count"—with a grand prize for the "veteran of veterans."
It's grand good-will publicity.

BANK TELLERS "COUNTING" CONTEST
Modern banks like clean publicity.
Using "The Count Takes the Count" as a theme, see if you can get from two to six banks to enter their best tellers in a counting contest.
The stunt is simple: Each teller is given an equal, secret sum of money to count. Clocked by a stop watch, they each start to count at the word "go"—the winner being the first to finish and who has the correct answer as to the amount of money he counted.
Stage the stunt at a Rotary, Kiwanis, or Chamber of Commerce luncheon—with a Charlie Chase Trophy to the winner.
It should be good for substantial newspaper space.
PUBLICITY

CATCHPHRASES!
(A FOR AD AND POSTERS)

A NEW HIGH TO MARRY With the
Clown Prince Of Laughst-

See Good Time Charlie In A Hilarious
Night On The Town... At Club Gable... It's So
Different...

For Your Call The Calypso Of Comedy,
Turn Insurance Salesmen

Balmy Days Are Here Again... As
The Prince Of Hilarity Hits A New High!

A Riot Of Raucous The High Priests Of Hilarity

REEL FUN RESTS ON REAL IDEAS

DECLARES CHASE

Star of 100 Comedies Says
"Gags And Actors Cannot
Overcome Basic Plot
Deficiencies"

In screenwriting, the idea is the thing.

He says Charlie Chase, who, during his long and varied career in motion picture work, has written, written and directed more than one hundred
films.

"A comedy is just as good as its
main idea is. If there is no
idea, the famous Hal Roach comic, gaggs andcapable actors will not save the
boring, run-of-the-mill comedy from being a
nonentity. But if one idea is luring, there is no opportunity to be dull.

Chase, who directed "A Night at the Races," McG-MG-F for
film, "The Count Takes the Count,"
and who is in the process of
writing his latest screen project,
"The Subway Mother," is still
the famous British insurance
corporation. The article dwelt on the
failed risk assumed by this unique
organization and the manner in which
they arrived at fixed premiums on dif-
f erent hazardous undertakings.

"The item suggested a comedy in
which I essay the role of an insurance
man who was trying to protect his
corporation against a terrible monetary
loss which would be caused by a
heinous fire, but the father had selected to be her
groom. This is the main idea of
'While Charlie Takes the Count' and
all of Chase's in that comedy revolves
around this theme," explained Chase.

"I thought that the comic vehicle
ought to be shown that he was
merely to marry the Count despite the
fact that this was his last and
major intention. As it was I sold this
crazy plot to Hal Roach and when it
went through with the wedding in
order to save my job and pocket.

"Chicago Tribune" says...

CHARLIE CHASE'S SCRAP BOOK FORMS

HISTORY OF UNIQUE HOLLYWOOD

Star of "The Count Takes the Count"
Has Lived In
Motion Picture Capital Since 1912

Chase's personal scrap book may
well serve as a history of the
town called Hollywood.

He was so closely

identified with the

story of the popular Hal

Roach stitch comedian, starred in "The

Count Takes the Count," now showing at
the .... Theatre.

Chase's contract expired in 1912, Chase immediately
decided that here he would make his permanent
home. He was one of the few stars of that period who did
not look with disdain upon the movies. Born Charles Pantages, young Chase
adopted the scenario "Chase" shortly after he had been signed to a contract by Hal
Roach. He selected the name at ran-
dom from a telephone directory. And50n Chase has been ever since that he is listed as the director of his own comedies. Then he

Chase's scrap book.

But so occurs to the actor's part in
the upholstery of Hollywood. Unlike
some of his professional future, Chase has
many interests and friends outside of the
studio. He became interested in literary
affairs while Hollywood was still an
unincorporated little town in the
northwest part of Los Angeles as it is today.
It served on various committees and
helped organize clubs that had to do
with book binding, newspapers and
money. He bought a home for his
family and purchased real estate as
an investment.

Meanwhile the actor worked at
different studios in various capacities
when he turned a servant as a gay writer.

Chase worked for Mack Sennett For $5 A Day—
and Picked Screen Name From Phone
Book

Director, actor and sometime he held
all three jobs at the same time.

He worked hard and fast and when
he wasn't engaged at the studio he was
working for the advancement of
Hollywood both as a home town
and as a motion picture center.
Chase's first picture work in Hollywood
was an extra player. He
fally checked when he was paid a
sum over $150. Though afterward
he was engaged by Mack Bannett and he appeared in
"Gentlemen Prefer Blondes," and he was not paid until after several
at the Hal Roach studio where he first worked as a writer and director, that Chase
owned the rights that he still possesses today and the one that brought him
coriugation as a screenwriter. The

Inchibreds cried for more of his naive
comedy and he was fairly shoved into
stardom.

LAZYBONES!

Comedian Charlie Chase Worked Eighteen Hours To Produce
"The Count Takes the Count"—Star Is a "One Man Show"

By JIMMIE BURNS

Hollywood has no more diligent
worker than Charlie Chase, popular
Hal Roach comedian, who should be
labeled of love as the screen funster
together enjoys all departments of
studio life inflicting acting, writing,
direction and even the mechanical
difficulties with which his company.is
often confronted.

As an example of his sincere love of
his profession, Chase does not term it
an art—Chase spent nearly eighteen
hours a day at the studio during the
filming of his latest short, "The Count
Takes the Count," which comes to
the .... Theatre ... Not that this
was required of him. Perhaps simply
the comedic duties to follow the
progress of his pictures from the time
the script is being prepared until the
final scenes are cut and edited and the
comedy is previewed.

The only work in connection with
Chase's comedy that Chase
emphasizes is thevitally important one in the
development and printing of the
film."Chase has a wondrous knowledge
relative to this job and he
is known to judge between good and
inferior results.

In collaboration with a few
guys, Chase wrote the original story
for which "The Count Takes the Count"

is based. He is, of course, the
producer, director, writer, actor and
with Hal Law later having personally
selected his supporting cast. He
worked in the studio while the film was
being cut and edited and supervised this
job thoroughly.

Obviously all of this extra work
takes time and he is acting and
directing at least seven or eight hours
each day to the other matters in connec-
tion with his picture before and after
"showing."

When you see "The Count Takes the Count" hear in mind that you are
witnessing the thought and efforts of
Hollywood's "nonprofessional" as
Chase has come to be known among his friends and studio assoc-
ates.