HAL ROACH
presents
CHARLEY
CHASE

THE
COUNT
TAKES
THE
COUNT

WITH
ANTOINETTE LEES
KEMPFI 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 packed -- and a 100 per cent ballyhoos!
Do a Pajama and Flannel Night Gown Parade in conjunction with "The Count Takes the Count"--in which Charlie Chase wears a flannel nightie in many of the scenes.
Offer free admission to all Pajamas and Night Gown Paraders.
Offer Charlie Chase prizes for the funniest looking night gown and the "loudest" pajamas.

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 artist 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 Charlie 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. Clacked 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 to the amount of money he counted.
Stage the stunt at a Rotary, Kiwanis, or Chamber of Commerce luncheon--with a Charlie Chase Trophy for the winner.
It should be grand for substantial newspaper space.
PUBLICITY

CATCHLINES!

(FOR ADS AND POSTERS)

A New High in Nudity With The
\textit{Funniest} All-Laughter!\footnote{See Good Time Charley is A Floral Night with the Best of Charley Graham,} \textit{Of Claret Guest... It's So Different!}\footnote{For the Caliph Of Comedy Tries Insurance Salesmen!} \textit{Balmy Days Are Here Again As Art, Sarayi Breeze Of Hillary} \textit{Hits A New High!} \textit{A Riot Of Raunchy Romance With The High Priest Of Hilariety!}

REEL FUN RESTS
ON REAL IDEAS
DECLARRES CHASE

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

In screen comedies, the idea is the thing.

So says Charley Chase, whose long and varied career in motion picture work, has, written, acted and directed more than one hundred films.

"A comedy is just as good as its main idea," he says. "The famous Hal Roach comic, "gags" and capable actors, need material assistance in keeping a movie moving. A weakness had one but if a silly idea is lacking that is the one great opportunity to evolve first-rate classic entertainment."

"I was a bit surprised at the film, 'The Count Takes the Count,' in which he had a minor part. After he had read an item in a newspaper regarding the new Roach film, 'The Count Takes the Count,' Charley, for a moment, felt quite the subject of a strong suspicion.

"Quite the subject of a strong suspicion..." continued the editor, "for he was a bit surprised that this man was finding his way through the magic of the movies. Charley, for a moment, felt quite the subject of a strong suspicion.

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PUBLICITY

EIGHT 11 X 14 LOBBY PHOTOS

At a Glance!

Halo Roach

The Count Takes the Count

Charley Chase was "The Count Takes the Count." The Count was the title character of a new comedy film produced by Hal Roach. The film was released in 1912 and starred Charley Chase. The story followed the Count as he attempted to marry the daughter of a rich man, but was unsuccessful. The film was a hit and helped establish Charley Chase as a major star in Hollywood. Charley Chase was known for his physical comedy and his unique characterizations. He was also a talented writer and director, and his films were known for their clever and innovative use of visual gags. "The Count Takes the Count" was one of Charley Chase's earliest films and laid the groundwork for his later success in Hollywood. The film was a box office success and helped establish Charley Chase as a major star in the industry. It is considered one of his best works and remains a beloved film among classic comedy fans today.