EXPLOITATION

STORE WILL PUT MAKE-UP EXPERT IN LOBBY
To carry out the film's story of how Charley's plain, unattractive wife transforms herself thru the magic of make-up into a pretty new person, why not permit a leading department store to station a make-up expert in your theatre lobby. Either in advance of playdate or currently the beautician could offer theatre patrons a complete chart or even a free make-up which would tie in perfectly with "Vamp Till Ready". Of course, the store should agree to use generous newspaper ads to announce their beauty expert's appearance in your lobby.

DESIGNATE LOCAL "CINDERELLA GIRL"
Remember the "Cinderella Girl" stunt? You can adopt this idea easily for "Vamp Till Ready". thru the cooperation of a newspaper, offer to make up and completely outfit some girl who considers herself hopelessly unattractive. A group of judges can select the homeliest specimen among the girls entered for the transformation. Your department store will be glad to furnish one clothing outfit in return for the publicity they receive. Your beauty shop will welcome the opportunity to cooperate on the same basis. This stunt can be worked thru either the news columns or the advertising department with the latter using ad space to promote it. In the event you do not want to make it a contest the idea can be also adapted to a news feature by picking out any unattractive girl for "before and after" pictures.

TWIN MATINEE PRACTICAL PROMOTION
Another practical newspaper angle might be having the paper sponsor a Twin Matinee based on the film's story of Charley's twin wives, at which time twin brothers and sisters would be admitted as the guests of the paper. There are not enough twins to involve any great number of admissions. In fact, it would be a good idea to have a couple of twins on hand for newspaper photographs in the event that none apply for free admission.

FAMOUS VAMPS-ADVANCE LOBBY CONTEST
Borrow from your newspaper "morgue" a dozen or more photographs of celebrated "vamps" of the past which can be mounted on a wall place for lobby advance, offering patrons guest tickets for correct identifications of the photos by number.

NATURAL FOR BEAUTY ACCESSORIES WINDOW
The story of "Vamp Till Ready" suggests a play on women's beauty accessories, perfumes and toilet articles. It will be an easy matter to work out a window display with a local department or specialty store.
The day Charley Chase finished work on his latest Hal Roach comedy, "Vamp Till Ready," which was released to the theaters on the 28th, he celebrated the seventeenth anniversary of his association with the wellknown funny film producer. Probably no other star of the silent picture industry enjoys such a long and distinguished record of continuous service at one studio.

Joining the Hal Roach forces as a writer-director in 1918, Charley had previously worked as an actor and other capacities. As a matter of fact, his entire career had been aligned with show business following his decision to dispense with formal education when his four-year grammar school term in student at Baltimore, where he was born.

Charley has always loved the theater and things theatrical. His earliest experience as an actor found him as a song and dance entertainer in burlesque and vaudeville. From this field, he naturally drifted into musical comedy work and a traveling group. He came to California in 1912, appeared in his first picture as an extra at Universal studios, receiving the modest sum of five dollars a day for his efforts. While working in the movies, he was not long before the young and handsome actor was placed in comedy roles appealing opposite such great favorites of the period as Mabel Normand and others of the great names.

over the years for more than half a century, Zeffie Tilbury, who plays the role of the unassuming Charley Chase in the Hal Roach comedies, has been a funny film star, "Vamp Till Ready," currently running in the West Coast, is a type of long length of theatrical folk. Her other Charley Chase comedies, outstanding dramatic acting, won him a high place among comedians. While her grandmother was almost equally renowned in the East, Charley Tilbury is recognized as Hollywood's "youngest-oldest" player for despite her sixty-six years, she never misses a day at the studios as a result of fatigue or illness. In "Vamp Till Ready," she is one of the two featured supporting roles, the other being played by Miss Wilma Coe, a newcomer to the screen.

**STAR JOCKEYS VISIT CHASE**

Coucli, Kurtlnger, Yagar and Stevenson See "Vamp Till Ready" in Production

An ardent follower of many sports, Charley Chase, Hal Roach-M-G-M's cartoon comic, prefers horseride to any other athletic pastime. More often than not, though he does not play in horseback himself, he is on the scene of any race track, commenting on the results and performances of most of the biggest events that are run on the leading tracks throughout this country. The recent advent of one of the world's greatest racetracks — the Santa Anita in Los Angeles a year ago, Charley Chase spends most of his leisure time at this reminder of horse racing where he has been successful in picking many winners and moving to his financial advantage. To the extent, he has become the most of the group of the audience and guests on the set of his new comedy, "Vamp Till Ready," which is currently showing at the Theatre. Among the famous riders in the group who enjoyed their initial close-up of stars making scenes was such nationally famed jockeys as Coucli, Yagar, Stevenson and Kornmmer.

**HIGHLIGHTS!**

(Story Synopsis Is Not Intended For Publication)

Charley is married to a very plain, homely looking girl. One day when he rides in an old-fashioned dress he is wearing, she resolves to show him that she can really do up a job. Later, he learns to carry on and finds herself in a beautiful evening gown. To carry on with his financial advantage, she decides to put on a variety show and has with another woman, that they set out to a party. Charley takes the party to the other. With some stirring, but feeling a little guilty about having his wife's job, he sometimes his heart and makes her believe in his love for her when his mind is at the party and starts home. This is an account of the party being that she is supposed to be in bad, to be at home there, which is eventually done, and both are happy for the experience.

**CATCHLINES!**

FOR ADS AND DISPLAY

Bird That Kist! Don't That Squeak!... Sick... As Good-Time Charley Runs From Romance.

Flute... When Good-Time Charley Means The Call Of The Wild, Wild Woman!

Bouncing Laughs And Readings South As Charley Chase Takes To The Road! A Wild, Wild Woman Out Of His Hair!

Clap Hands! Here Comes Charley Chase Jump Ahead Of A Wild, Wild Woman.

**SHORTS!**

Short News Flash For Motion Picture Pages and Theaters Programs

So striking is the resemblance in movements, appearance, and speech between Vaudeville Mr. Chase, as seen in Charley Chase in his latest Hal Roach comedy, "Vamp Till Ready," which comes to the Theatre and "Charley Chase, under Hal Roach's command, that they are often mistaken by the public, however, are in no way related but they have been known for many years, both having the same beet Burlesque forays and as well as neighbors in redwood.

One of the most hilarious scenes in the Hal Roach film, "Vamp Till Ready," currently showing at the Theatre, depicts Charley Chase, as a publishing bushwhack detective, escaping the maze Westerlies of "Vamp Till Ready," which he is not embarrassed and finally, moved by the spirit of righteousness, indignant. Not in some time has the able Hal Roach comedic been better to advantage than he is in this particular sequence of a really outstanding comedy.

Although Hamilton Linsey has worked with Charley Chase in scores of Hal Roach comedies, his Illustrious is never seen on the screen! A stand-by for the famous comedian, his duties are always conducted and before the cameras, playing "Jim," as he is known in his studio associates, has a marked resemblance to Charley, so much so, that he has been used for the character of the -in-chief in the Hop job of taking the position that Charley thinks he is in but with a handle and suit coats, just to see how far he will go with another woman, that they set out to a party. Charley takes the party to the other. With some stirring, but feeling a little guilty about having his wife's job, he sometimes his heart and makes her believe in his love for her when his mind is at the party and starts home. This is an account of the party being that she is supposed to be in bad, to be at home there, which is eventually done, and both are happy for the experience.

Winning Sonson Recognition Required By Director Star of 'Vamp Till Ready'

Comedian Admits Opportunities Exist, But Cites Many "But's!"

I refer especially to vaudeville and it is my belief that there is opportunity for film luminaries but that there are several bea's to be taken into consideration.

"The fact that your neighbors and friends think that you are just too funny for words! does not mean that you are a professional comedian.

"Are you equipped to meet hard knocks, spiritually as well as physically? You may be a natural born comic but if you can't take it both ways there is no place for you in Hollywood.

"Although not absolutely necessary, stage experience is a real stepping stone to picture work. Try to get a year or two in any sort of theatrical work before advancing on the film capital.

Lastly, how are your finances? You may have all the talent in the world but not always takes months — even years — to break in the movies."

**LA" KELLY'S PAL IN FILM DEBUT**

Wilma Cox, Broadway Musical Composer, Now Leading Lady For Charley Chase In "Vamp Till Ready"

Wilma Cox, former musical comedy star, makes her debut as a screen comedienne playing opposite Charley Chase in the Hal Roach star's latest funny film, "Vamp Till Ready," coming to the Theatre.

During recent years she has appeared in a number of Broadway productions including "Blonde Mr. Pink," "Forward Macker," "Hey, Noste, Noste!" Take It Easy!" and others. She was invited to come to Hollywood by her floor, where she somewhat surprised, Patsy Kelly, who was also featured in Broadway musical comedies, before joining the motion picture company two years ago. Although a New York artist, is soon to appear as the star of a full length feature comedy to be produced under the personal supervision of Hal Roach, a man in a white suit and hat, standing in front of a crowd of people.