Clare Boothe Luce's
"MARGIN FOR ERROR"

featuring

JOAN BENNETT
MILTON BERLE
OTTO PREMINGER
"MARGIN FOR ERROR" HILARIOUS TV FARE

Joan Bennett and Milton Berle Featured in Television Version of Stage Success

Clare Boothe Luce's Laugh Riot on Channel

There's a new kind of comedy treat in store for televiewers in the National Telefilm Associates presentation "Margin For Error," a rollicking picturization of the Broadway laugh hit produced by Twentieth Century-Fox and written by Clare Boothe Luce.

Featuring Joan Bennett, Milton Berle and Otto Preminger, the film to be seen this day at p.m., über Station, Channel, takes you on an hilarious tour through the New York Consulate of a foreign country.

And, men, it's murder!

The fun begins when the mayor, a man with a sense of humor, assigns Milton Berle to guard the consulate. As a patrolman, Milton would rather throw a gag than a nightstick.

His big job is to protect the consul, Otto Preminger who, owing to circumstances, isn't as popular as a man might be. Indeed, he isn't even popular with his pretty wife, Joan Bennett.

It seems that the consul, for all his love of country, loves to play cards even more. As he incurs gambling debts and such, he begins to ramper with official funds; but when the day of reckoning comes, he tries to pin the rap on one of his innocent assistants.

His wife comes to the rescue of the underling: Preminger goes after his wife. And Milton Berle, our true-blue bluecoat, goes after him—when he's not going after the blue-eyed maid. Thanks to the consul's—shall we say—obnoxious personality, there are a few more people gunning for him also.

As a result, the hilarious climax is nothing short of merry, merry murder! Preminger doubled as director, working from a script by Lillie Hayward.

REVIEW

New York Sun:
...some nice comedy... Mr. Berle gives the picture all of its entertainment quality.

Brooklyn Daily Eagle:
...Whopping good entertainment... "Margin For Error" is, in fact, a barrage of laughs...

New York Journal-American:
...A good movie... entertaining, amusing and sufficiently melodramatic in its melodramatic moments.

New York Daily Mirror:
...contains a large quota of punch and action. Clare Boothe Luce's story is hilarious.

New York Post:
...lots of action, plenty of laughs... vehicle which does agreeably by the comic talents of Milton Berle...

SHORT TAKES

Berle Achieves Ambition: Portrays N.Y. Policeman

Milton Berle, the madcap Mr. Television, has achieved one of his life-long ambitions. As a boy Milton had dreams of becoming one of "New York's Finest"—but he went on the stage early and has remained in the realm of make-believe ever since. But in Clare Boothe Luce's "Margin For Error," to be telecast day at p.m. on Station, Milton portrays a cop—and loves it. He's featured with Joan Bennett and Otto Preminger.

Bluecoats Bothered by Boisterous Berle

That Milton Berle! He's always having trouble with the cops! Among the actors playing bluecoats in Milton's vehicle, "Margin For Error," to be seen day at p.m. on Station, were several real ex-policemen, on hand to lend a touch of realism to the picture version of Clare Boothe Luce's Broadway comedy hit. Biggest letdown, though, was the performance of a cauliflower-eared ex-cop. "Why aren't you spinning your trusty persuader?" chided Berle who is featured with Joan Bennett and Otto Preminger.

"I was on the Chicago police force."
"So...?"
"So I patrolled the stockyards district—and carried a baseball bat!"

Gags By The Score

Milton Berle has plenty of opportunities for his famous "gags" in Clare Boothe Luce's "Margin For Error," to be telecast day at p.m. on Station. Featured in this comedy as a New York Policeman assigned to guard the Nazi consul, Berle has a lot of aces up his sleeve for the representative of "the master race!"

HIGHLIGHT LISTING

A patrolman ordered to guard the German Consul immediately finds the diplomat not only has international problems, but domestic ones, too. Allyng himself with the German's wife, the cop confronts him with a discrepancy of funds lost at gambling. After the arrival of German saboteurs, the consul is killed and the policeman solves the murder by a succession of serio-comic maneuvers. Milton Berle, Joan Bennett, Otto Preminger.
MARGIN for ERROR

Cast
Sophie Baumer..............Joan Bennett
Moe Finkelstein............Milton Berle
Karl Baumer..............Otto Preminger
Baron Max Von Alvenstor...Carl Esmond
Otto Horst...............Howard Freeman
Frieda..................Poldy Dar
Dr. Jennings...........Clyde Fillmore
Solomon..................Joe Kirk
Fritz..............Hans Von Twardowski
Ted North
Saboteurs................Elmer Jack Semple
J. Norton Dunn
Kurt Moeller..............Hans Schumm
Captain Mulrooney...Ed McNamara
Coroner................Selmer Jackson

Credits
Directed by..............Otto Preminger
Produced by..............Ralph Dietrich
Screen Play by...........Lillie Hayward
From the New York Stage
Success by...........Clare Boothe Luce
Director of Photography
Edward Cronjager, ASC
Art Direction...........Richard Day
Set Decorations.........Lewis Creber
Thomas Little
Al Orenbach
Film Editor...............Louis Loeffler
Costumes................Earl Luick

Synopsis
Patrolman Moe Finkelstein (Milton Berle) is aghast when ordered to duty guarding the German consulate—but no more so than the consul, Karl Baumer (Otto Preminger).

Officer Moe, however, quickly becomes friendly with the other residents of the consulate—Sophie Baumer (Joan Bennett), the consul’s wife; the secretary, Baron Max Von Alvenstor (Carl Esmond), and a pretty maid (Poldy Dar)—and immediately senses an underlying tension not entirely accounted for by the gathering clouds of war.

Baumer has lost a large sum gambling—money belonging to the German government. Sophie Baumer has learned to hate her husband, and the things he stands for. Baron Max has fallen in love with Sophie.

Discovering the discrepancy in the consulate’s funds, Max confronts Baumer, who threatens to inform Berlin that one of Max’s grandparents was not “Aryan.” The arrival of a group of Nazi saboteurs, and the insistence of the American “fuehrer” for his money, brings the affairs of the consulate to the boiling point.

Despite Moe’s vigilance, the consul is murdered—and the situation becomes even more confused when it is discovered that he has been shot, stabbed and poisoned.

In a succession of exciting serio-comic incidents, Moe foils the saboteurs, solves the killing, and everything ends well—excepting, of course, for the consul.
10 Seconds
An hilarious screen hit is MARGIN FOR ERROR with Milton Berle the mad-cap comedian scheduled for _________ day at _________ p.m. over this station. Don’t miss it.

10 seconds
It’s a laugh a minute when Milton Berle gets involved with the German Consul in MARGIN FOR ERROR next to be seen _________ day at _________ p.m. over this station. A barrel of fun you won’t want to miss.

20 seconds
An hilarious comedy treat is in store for you when one of New York’s Finest is assigned to guard the German Consulate, and to top it all, the Consul is planning some masterful sabotage on the side. It’s funnier than you can imagine. See Milton Berle, Joan Bennett and Otto Preminger in MARGIN FOR ERROR to be seen _________ day at _________ p.m. over this station.

20 seconds
The rollicking Broadway laugh hit, MARGIN FOR ERROR, will be telecast _________ day at _________ p.m. over this Station _________. Starring in the film version of the Clare Boothe Luce comedy will be Milton Berle and Joan Bennett. Milton is cast as a patrolman assigned to guard the German consulate when the Nazi’s were in power. You won’t want to miss the comedian’s antics as he becomes involved in suspenseful international intrigue.

SLIDE
This 2"x2" promotion slide or telop is available free of charge four weeks prior to playdate. Order by number from the NTA Promotion Department in New York.
Exploitation Tips For Your Campaign To Attract Widest Audience For "Margin For Error"

Some showmanship ideas are as old as Barnum, some so new that they will be created by you on receipt of the film. We hope the following suggestions will serve as a springboard for your station's exploitation campaign. Since we are anxious to learn about new methods you may devise to merchandise this show, please let us know any of your own successful promotions.

Almost everyone, at some time, has committed some error which has turned out happily. With the title "Margin For Error" this might prove a good subject for an Inquiring Reporter column or man-in-the-street interview program.

A newspaper, or on-the-air contest of "Embarrassing Moments" could be tied in with the title "Margin For Error." The best letters relating an unfortunate experience with a humorous twist could be selected with an appropriate prize for the winning anecdote.

Slides or drawings adapted from stills from the picture — with items definitely out of line — could be flashed on the screen for a limited time, say 30 seconds and the viewers asked to pick out as a many mistakes as he can and send them in to the station. Cash or merchandise may be awarded to the entrant sending in most errors.

TV and movies can combine in mutual merchandising assist if you can convince local movie theatres to give on-screen publicity to tv show in return for spot announcements on your station. Logical tie-in can be made if tv star is also featured in theatre showing. Trailer can be provided theatre with inexpensive slide giving day and time of telecast. In return station would use unsold spots to plug theatre showing. Exchange can be made on straight dollar basis — theatre charges going rate for screen commercials — station in turn offers same dollar value in spot announcements.

Station KPHO-TV in Phoenix utilized a traveling billboard to herald product when it rented space on an entire bus highlighting station's programming. Bus painted in station colors traveled a different route every day carrying program message into every part of the city. If this is not feasible in your area, perhaps—posters (usual size 21x27 inch) can be purchased on bus sides or Railway-Express trucks.

STILLS

Order your 8"x10" glossy photos four weeks prior to playdate from the NTA Promotion Department in New York. Additional star heads and production shots are available on request for special promotions.

ME-P1  ME-P2  ME-P3
One-column and two-column ad mats, as well as other sizes, are available to assist you in promoting and merchandising this fine feature. Order by number, four weeks prior to playdate from the NTA Promotion Department in New York. Cooperation in creating special layouts will be readily extended by our Art Department.