

Winner of
4 ACADEMY AWARDS!



to **HAROLD HECHT**
"Best Motion Picture of the Year"



to **ERNEST BORGNINE**
"Best Performance by an Actor"



to **DELBERT MANN**
"Best Achievement in Directing"



to **PADDY CHAYEFSKY**
"Best Screenplay"



"MARTY"

A HECHT-LANCASTER Production starring
ERNEST BORGNINE
and **BETSY BLAIR**

Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN • Produced by HAROLD HECHT
Associate Producer: Paddy Chayefsky • Released thru UNITED ARTISTS

THIS IS THE
ONE-SHEET
(See other Accessories
on back page!)

UNITED ARTISTS PRESSBOOK

PB# 57/24

Winner of 4 ACADEMY AWARDS!



-  to **HAROLD HECHT**
"Best Motion Picture of the Year"

-  to **ERNEST BORGNINE**
"Best Performance by an Actor"

-  to **DELBERT MANN**
"Best Achievement in Directing"

-  to **PADDY CHAYEFSKY**
"Best Screenplay"

"MARTY"

A HECHT-LANCASTER Production starring
ERNEST BORGNINE and **BETSY BLAIR**
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN · Produced by HAROLD HECHT
Associate Producer: Paddy Chayefsky · Released thru UNITED ARTISTS



4 col. x 100 lines-400 lines

Mat A403

Winner of
4 ACADEMY AWARDS!
"Best Motion Picture of the Year"
"Best Performance by an Actor"
"Best Achievement in Directing"
"Best Screenplay"



HECHT-LANCASTER presents
"MARTY"
starring
ERNEST BORGNINE
and **BETSY BLAIR**
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT
Released thru United Artists

1 col. x 65 lines
Mat All

Winner of
4 ACADEMY AWARDS!
"Best Motion Picture of the Year"
"Best Performance by an Actor"
"Best Achievement in Directing"
"Best Screenplay"

HECHT-LANCASTER presents
"MARTY"
starring **ERNEST BORGNINE**
and **BETSY BLAIR**
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT
Released thru United Artists

1 col. x 60 lines
Mat A109

Winner of



-  **4 ACADEMY AWARDS!**
to **HAROLD HECHT**
"Best Motion Picture of the Year"

-  to **ERNEST BORGNINE**
"Best Performance by an Actor"

-  to **DELBERT MANN**
"Best Achievement in Directing"

-  to **PADDY CHAYEFSKY**
"Best Screenplay"



HECHT-LANCASTER presents
"MARTY"
starring **ERNEST BORGNINE** and **BETSY BLAIR**
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT
Associate Producer: Paddy Chayefsky
Released thru UNITED ARTISTS

3 col. x 65 lines-195 lines

Mat A305

Winner of
4 ACADEMY AWARDS!
HECHT-LANCASTER presents
"MARTY"
ERNEST BORGNINE
and **BETSY BLAIR**
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT
Released thru United Artists

1 col. x 30 lines
Mat A108

Order All Ad Mats From
NATIONAL SCREEN EXCHANGE

Winner of 4 ACADEMY AWARDS!

Winner of

4 ACADEMY AWARDS!



to HAROLD HECHT
"Best Motion Picture of the Year"

to ERNEST BORGNINE
"Best Performance by an Actor"

to DELBERT MANN
"Best Achievement in Directing"

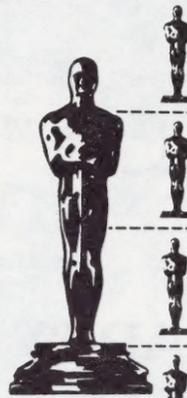
to PADDY CHAYEFSKY
"Best Screenplay"



HECHT-LANCASTER presents
"MARTY"

starring
ERNEST BORGNINE and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN - Produced by HAROLD HECHT
Associate Producer: Paddy Chayefsky - Released thru UNITED ARTISTS

2 col. x 60 lines-120 lines Mat A213



to HAROLD HECHT
"Best Motion Picture of the Year"

to ERNEST BORGNINE
"Best Performance by an Actor"

to DELBERT MANN
"Best Achievement in Directing"

to PADDY CHAYEFSKY
"Best Screenplay"



HECHT-LANCASTER
presents

"MARTY"

starring ERNEST BORGNINE
and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT
Associate Producer: Paddy Chayefsky
Released thru UNITED ARTISTS

3 col. x 100 lines-300 lines

Mat A306

Winner of

4 ACADEMY AWARDS!



to HAROLD HECHT
"Best Motion Picture of the Year"

to ERNEST BORGNINE
"Best Performance by an Actor"

to DELBERT MANN
"Best Achievement in Directing"

to PADDY CHAYEFSKY
"Best Screenplay"



HECHT-LANCASTER presents

"MARTY"

starring
ERNEST BORGNINE and BETSY BLAIR

Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT

Associate Producer: Paddy Chayefsky - Released thru UNITED ARTISTS

2 col. x 110 lines-220 lines Mat A214

Winner of

4 ACADEMY AWARDS!



to HAROLD HECHT
"Best Motion Picture of the Year"

to ERNEST BORGNINE
"Best Performance by an Actor"

to DELBERT MANN
"Best Achievement in Directing"

to PADDY CHAYEFSKY
"Best Screenplay"



HECHT-LANCASTER presents

"MARTY"

starring ERNEST BORGNINE and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN - Produced by HAROLD HECHT
Associate Producer: Paddy Chayefsky - Released thru UNITED ARTISTS

2 col. x 50 lines-100 lines

Mat A212

SPECIAL MAT No. 1

The following ads and scene mats, illustrated elsewhere in this press-book, are included in the special bargain mat... **only 35c!**

- AD A214 (220 lines)
- AD A213 (120 lines)
- AD A211 (36 lines)
- AD A111 (65 lines)
- AD A109 (60 lines)
- AD A108 (30 lines)

Star Mat (1B)
Scene Mat (2D)

Order
**"Special
Mat No. 1"**



Winner of 4 ACADEMY AWARDS!



HECHT-LANCASTER presents
"MARTY"
ERNEST BORGNINE
and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN
Produced by HAROLD HECHT
Released thru United Artists

2 col. x 18 lines-36 lines

Mat A211

**"MARTY"
AT THE
TELEPHONE
IS A
TERRIFIC
AD ANGLE!
USE IT
THESE
WAYS!**

*Everybody Is Calling
"MARTY"—Great!*



SEE "MARTY"
BIJOU — NOW

Call A Loved One Today!
THE TELEPHONE COMPANY

LOCAL PHONE COMPANY AD OR POSTER!

This suggested two-column newspaper ad should be presented to local phone company to tie-in their long distance phone service. Can be used also for window posters or inserts in phone bill mailings. Same layout can also be used by phone company for display cards in phone booths, with copy advising "how to make a call," "long distance rates," or other standard card announcements.

PHONE BOOTH IN LOBBY FOR "DATES"!

Set up a sign alongside booth reading: "For bachelors only! FREE telephone service if you want to make a date with a gal to see 'Marty'!" You can follow up with a newspaper story that the stunt almost backfired when a young bachelor phoned a girl in a city a thousand miles away . . . as a result calls are now being limited to local girls only!

BEST PHONE 'LINE' WINS BLIND DATE!

Set up a window display in leading department store or furniture store with a beautiful model on the phone in the window and another phone outside, both hooked up to loud speaker. Idea is to invite bachelors to try to date the girl. After a specified time, the model selects the bachelor with the best telephone "line".

...AND CALL ALL BUTCHERS, TOO!

Invite butchers; only admission requirement would be that they wear their white uniforms. A picture of the meat slicers around a blowup of Borgnine would make a good photo release. You might include in the caption that the local butchers' union had made Borgnine an honorary member.



This is the way a leading New York supermarket tied in "Marty" with full page ads. Use Still "ML-2E" for local tie-in ad; still available at your National Screen Exchange.

CALLING ALL MARTYS!

Flower shop offers free boutonnieres to first 50 men named Marty attending opening. Announce give away in store and lobby.

FLAGS & BANNERS

Coming!
4
ACADEMY AWARDS
MARTY
"A GEM!"
— Life

4 ACADEMY AWARDS	"BEST MOTION PICTURE"		"BEST PERFORMANCE BY AN ACTOR"	"BEST DIRECTION" "BEST SCREENPLAY"
----------------------------	------------------------------	--	---------------------------------------	---

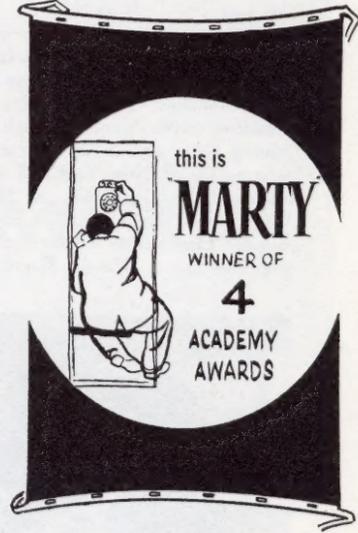
5-PIECE SATIN STREAMER . . . 20 FEET LONG . . . \$7.50 EACH!
They're five separate pieces, strung together. Use under marquee or across lobby. Individual pieces can also be used around town as teaser streamers in store windows, etc.

IF YOU CAN READ THIS YOU KNOW ABOUT THE YEAR'S BEST MOVIE... **MARTY** ...BIJOU-NOW!

AUTO BUMPER STRIP
A teaser for every car, cab and truck you want to turn into a roving billboard. Made of fluorescent satin, 40" x 6".
\$1.00 ea. Minimum order—15 strips.



DE LUXE SECTIONAL VALANCE
Fluorescent satin, shimmering lettering, flowing fringes. Use inside in advance and under marquee during run. Order any length you need at \$1.50 per running foot.



9' x 15' FLAG WALL BANNER
A terrific flash, either as a flag on your staff or mounted against theatre wall or in inner lobby. Brilliantly colored; fluorescent lettering.
Single-faced flags . . . \$37.50 each
Double-faced flags . . . \$65.00 each

ORDER DIRECT FROM:
NATIONAL FLAG COMPANY
43 West 21st St., New York 10, N.Y. (ORegon 5-5230)

IN CANADA, REPRESENTED BY:
THEATRE POSTER SERVICE
250 Victoria Street, Toronto, Ontario

DEPT STORE PROMOTION

All department stores feature articles for bachelors. This picture should inspire co-op ads and window displays. Sample copy-line: "Hey, 'Marty'! We've Got Everything (But A Wife) For The Bachelor." You might get the promotion manager of a store to run a contest on why the store is "The Bachelor's Best Friend."

STREET STUNT

Have an attractive model on the street with a card reading "The Bachelor Girls Of Ourtown Suggest All Bachelors See 'Marty'!" Behind her you should have a male model carrying a sign reading: "The Bachelors Society Agrees!"

Award guest tickets to any bachelor who will post his photo on a special "Marty Bachelor Board" in the theatre lobby. Along with the picture would be the person's name, address and telephone number.

Try to get a newspaper to sponsor contest "For Bachelors Only." Get three attractive unmarried models to act as dates for the writers of the best letters on "Why Every Bachelor Should See 'Marty'." Limousines should be provided for the couples, dinner as some well-known restaurant or hotel dining room.

"Marty," Award-Winning Television Play, Reaches The Movie Screen As A Widely-Acclaimed Hit

(Feature)

Hollywood's first full-length picture to be expanded from a triumphant television play, turns out to be a welcome and artistic surprise that brings a new technique to films.

It is the picture, "Marty," produced by the Hecht-Lancaster organization for United Artists, opening at the Theatre. Originally presented on television it won both the coveted Donaldson award and the Sylvania award as the best drama on TV last year.

Its sheer simplicity in presenting an intense love story was guided by the same director and author who created it for television. Delbert Mann, the director, undertook it as his first effort in films and Paddy Chayefsky, the original writer, also expanded his story for this picture. It is totally unpretentious.

The cast has no fabulous Hollywood names and the picture cost less than a million dollars.

Harold Hecht, who personally produced it, admitted that the undertaking was launched "as a calculated risk, in the conviction that people yearn for simple, human emotions in their pictures."

Filming was done largely in the congested North Bronx region in New York.

Ernest Borgnine, who played the brutal sergeant role in "From Here To Eternity," appears now as a kindly and bashful neighborhood butcher who has never known love. It is his first screen role other than as a brawny heavy.

The feminine lead is played by Betsy Blair, wife of Gene Kelly, an experienced actress, who dared to accept a Hollywood part sans glamour. Others in the cast demonstrate their merits as character actors of ability, but none of them ever touched the heights of stardom.

Hecht said he believes now that the role will place Borgnine's name in lights, along with that of Betsy Blair and perhaps some others in the cast.

The story that Chayefsky wrote encountered only superficial changes in adaptation for the picture. He flew from New York to write and remained with Mann through the filming there and in the Bronx. He is a native of New York, 32 years old, and was wounded in World War II. Obviously a realist, he demanded that quality in the film version and got it. Harold Hecht and



Still M-352-28

The Saturday Night Blues is the theme song of the love-hungry bachelors who frequent dance halls in search of romance. This universal scene is depicted poignantly but with comic overtones in "Marty," the celebrated movie which opens at the Theatre. Ernest Borgnine and Joe Mantell are seen here deeply refrigerated by icy stares and cold shoulders.

Mat (3A)

Burt Lancaster, the producers, wanted it, too. Mann was definitely in agreement and the entire cast fell in with the unique proposal to make a picture that mirrored life without equivocation or hokum.

Hecht, an outspoken man who is strong in his singular convictions, added another characteristic comment. "We departed from the old pattern," he said. "We believe that producers are about ready now to quit playing it safe. Some of them have by gambling with unknown names. They've been doing it in Europe and it pays off. The producers who are willing to experiment with new techniques, the off-beat stories and new talent, are advancing the business and the art of picture making."

'Marty' Producer Sees New Trend In Hollywood Films

(Feature)

Harold Hecht, producer of "Marty" at the Theatre, has plenty of ammunition to support his belief that Hollywood is increasingly breaking away from the conventional pattern and showing its willingness to take daring chances in selection of stories and casting—with profit to all concerned.

He points to Bing Crosby's off-beat performance as a has-been actor in "The Country Girl," as well as to Jan Sterling's deglamorized tramp in "The High and the Mighty," as brilliant recent examples of unconventional casting.

"Then there's Marlon Brando, a first-rate dramatic actor, doing a song-and-dance man in 'Guys and Dolls,' and Frank Sinatra, a first-rate song-and-dance man, playing the heavily dramatic role of a psychopathic killer in 'Suddenly.' Jose Ferrer, like Brando a brilliant dramatic actor, also turns to song and dance in 'Deep in My Heart.' And June Allyson, the epitome of wholesomeness in all her previous pictures, plays the nagging, neurotic, unsympathetic wife in 'The Shrike.'"

"Finally, and with all due modesty, I point to the casting of Ernie Borgnine, possibly the most reprehensible villain of recent years as Fatso in 'From Here to Eternity,' playing the role of a sweet, soft, achingly sympathetic butcher's helper in 'Marty.'" Betsy Blair co-stars with Borgnine in this widely-praised adaptation of the prize-winning Chayefsky play.

"Marty," according to Hecht, is an experiment in presenting life as it is, without glamorization, with-



Still M-R21-44

Mat (1A)

Ernest Borgnine, as "Marty" in the title role of the prize-winning play-into-movie due at the Theatre. An unhandsome butcher, "Marty" meets failure again in trying for a Saturday night date. It's an intense love story, tender and realistic. Harold Hecht produced the film for United Artists release.

out sugar-coating. He feels that movie audiences are ready—maybe even eager—for a picture about people who are no different from themselves.

The validity of Hecht's point of view was dramatically proven by the sensational box-office success scored by "Marty" immediately after its release.



Still M-205-31

Mat (2D)

Comedy is joyously interlaced in the tender love story of "Marty," widely-acclaimed movie hit which opens at the Theatre. This scene features Walter Kelley, Robin Morse and star Ernest Borgnine who plays "Marty." Harold Hecht produced the Hecht-Lancaster presentation for United Artists release.

Realism, Tenderness Mark "Marty" Appeal

(Prepared Review)

The thing you'll like most about "Marty" is your feeling of oneness with him. As conceived by Paddy Chayefsky in his prize-winning television play and robust with flesh and blood vitality on the Theatre screen where it opened yesterday through United Artists release, "Marty" is someone we all know intimately—perhaps even as we know ourselves.

It is this very quality of understanding, of human-

ness, of gentle thoughts and plain talk—brought to striking realization on the screen by an impeccable cast and sensitive director—that accounts for the tremendous success "Marty" has met up with virtually everywhere. We haven't a doubt that "Marty" will do as well in our town, for we urge you to rush to the Theatre to see it.

The story is beautiful and touching. It shows us Marty, played magnificently by Ernest Borgnine, as a thirtyish butcher in New York's teeming Bronx.

Producer Harold Hecht of the Hecht-Lancaster Organization, deserves our gratitude for risking the first movie based unabashedly on a television play, for assigning the direction to Delbert Mann who did the original and for seeing in Ernest Borgnine, the sadistic sergeant of "From Here to Eternity," the perfect man for mellow Marty. Equally outstanding is Betsy Blair in the co-starring role.

ACADEMY

AWARD

COPY

Be sure to add a paragraph to all publicity releases about the 4 Academy Awards won by "MARTY"!

BRONX REAL SET FOR 'MARTY'

So far as Hollywood has been concerned—and the rest of the world for the matter—the Bronx, one of the five boroughs of New York City, has been chiefly celebrated as the vaguely comic home of a cheer, a cocktail and the baseball team on which Marilyn Monroe's husband once played. It has been regarded, in short, as something of a state of mind rather than as a large populous area inhabited by several million Americans, all of whose lives are very real and very earnest.

The Bronx becomes a real, three-dimensional place for the first time on the screen in "Marty," United Artists release opening on at the Theatre. The old borough serves as the background against which the tender and sympathetic love story of two simple people is played out, and it was in the North Bronx, on location, that "Marty" was shot in its entirety.

A Hecht-Lancaster production directed by Delbert Mann, "Marty" is a screen adaptation of Paddy Chayefsky's famous award-winning television drama. Ernest Borgnine (the sadistic Fatso of "From Here to Eternity") and Betsy Blair are costarred as a sort of modern neighborhood Romeo and Juliet, two plain people in a desperate search for love. The supporting cast is composed of talented actors recruited from the Broadway stage.

Not only did the cameras of the "Marty" crew probe into the lives of two fictional but very real Bronx inhabitants, but they also made a thorough exploration of the physical side of the borough. All exterior shots were photographed on actual Bronx sidestreets and thoroughfares.



Still M-R18-A15

Mat (1B)

Betsy Blair appearing in "Marty" opposite Ernest Borgnine at thetheatre.

POSTERS and LOBBIES



14 x 36
INSERT CARD



SET OF 8—11 x 14 LOBBY CARDS

3-SHEET
(SEE 1-SHEET ON COVER)

Order Each Item From
NATIONAL SCREEN EXCHANGE



SET OF 2 - 22 x 28
LOBBY CARDS

EXTRA!! SNIPES FOR ALL POSTERS & LOBBIES!

Winner of
4 ACADEMY AWARDS!
BEST MOTION PICTURE
BEST PERFORMANCE BY AN ACTOR
BEST DIRECTION
BEST SCREENPLAY

This snipe, printed in gold on white, is prepared in two sizes (6"x6" and 15"x15") for sniping all posters and lobbies available through National Screen.



WINDOW CARD

BILLING • SYNOPSIS • CAST & STAFF

HECHT-LANCASTER 40%
present
"MARTY" 100%
Starring
ERNEST BORGNINE 50%
and
BETSY BLAIR 50%
Story and Screenplay by
PADDY CHAYEFSKY 25%
Directed by
DELBERT MANN 25%
Produced by
HAROLD HECHT 25%
Associate Producer
PADDY CHAYEFSKY 15%
Released thru
UNITED ARTISTS 20%

(Not for publication)

Marty Pilletti (Ernest Borgnine), a mild-mannered man in his early thirties, who has neither the handsomeness nor the zing which more shallow fellows use to impress the girls, lives with his mother in New York's North Bronx.

Mrs. Pilletti (Esther Minciotti) is anxious for Marty to marry, but her enthusiasm is somewhat dampened by the difficulties her sister, Catherine (Augusta Ciolli), is having with her son Thomas' wife. Thomas (Jerry Paris) is married to Virginia (Karen Steele), who resents the presence of her mother-in-law.

In the neighborhood bar and grill, where he meets his friends, Ralph, Angie and Joe, the talk is all of girls, conquests, girly magazines, likely prospects for dates.

Home after a hard day, he faces the quarreling of his cousin's wife, Virginia, and Aunt Catherine. This terminates with Marty's taking on the added burden of Aunt Catherine.

Meanwhile, another family is having a problem. This time, it's a daughter, Clara (Betsy Blair), a young schoolteacher. Like Marty, she's plain. Like Marty, she's almost given up on romance. A blind date for Clara is arranged with a young Dr. Keegan. They go off to the Waverly Ball Room, where Dr. Keegan ditches Clara for a more exciting girl he's met before.

Marty finds Clara on the fire escape crying, and asks her to dance. Responding to

some impulse, she cries it out on Marty's shoulder. Later, they dance and, in the magic hours that follow, as he takes Clara home, he pours out his heart.

Marty and Clara stop at his home for a moment on the way to her apartment. While they're waiting for Clara to meet his mother, Marty tries to kiss her. She's too shy for this sudden approach and Marty is deeply hurt at her refusal. Clara tries to soften it, explains her shyness, but Marty is wary, not quite sure. Later, they do turn to each other, meeting together in a long kiss. Marty is shaken, tears come to his eyes. Clara and Marty part with the understanding he will call her after church in the morning.

Sunday morning finds the row at the home of Tommy and Virginia over the moving of the mother-in-law going full tilt. To add to his depression, his mother works him over about Clara: she isn't Italian; she is a college girl; all college girls are tramps. Later, even his pal Angie talks Clara down, rates her as a "plain Jane." Marty drinks it all in, dejectedly.

Time passes slowly for Clara. The Sunday afternoon is fading and no call from Marty, who has joined his pals. The eternal subject—what'll they do tonight—finally gets him. Realizing the pattern of his life—Marty suddenly comes alive.

He goes to the phone booth, drops in a coin and says, "Hello! Clara?"

Marty Ernest Borgnine
Clara Betsy Blair
Mrs. Pilletti Esther Minciotti
Catherine Augusta Ciolli
Angie Joe Mantell
Virginia Karen Steele
Thomas Jerry Paris
Ralph Frank Sutton
The Kid Walter Kelley
Joe Robin Morse
* * *

Presented by Harold Hecht and Burt Lancaster
Produced by Harold Hecht
Directed by Delbert Mann
Story and screenplay by ... Paddy Chayefsky
Associate producer Paddy Chayefsky
Photography by Joseph LaShelle, A.S.C.
Art direction by Edward S. Haworth and Walter Simonds
Costumes by Norma
Music composed by Roy Webb
Additional Music by George Bassman
Song, "Hey, Marty," by Harry Warren
Editorial Supervision Alan Crosland, Jr.
Sound and Effects Editor Robert Carlisle

Running Time: 89 Minutes

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Richard Koszarski.**



WISCONSIN CENTER
FOR FILM & THEATER RESEARCH

<http://wcftr.commarts.wisc.edu>

MEDIA
HISTORY 
DIGITAL LIBRARY

www.mediahistoryproject.org