From the land of the midnight sun comes an unforgettable living adventure!

"Make Way for Lila"

Filmed in gorgeous Eastman Color

Parade Releasing Organization
LAPP’S LOVE THAT COFFEE BREAK

The coffee break may never replace the dinner party, but it is the world’s favorite small talk. It is a time of relaxation, and the coffee is always good. The coffee break is a time to socialize, to catch up on the latest news, and to enjoy a moment of peace.

Riley Jackson and Robert Patrick, who play the lead roles in the new film "MAKE WAY FOR LILIA," now play the lead roles in the coffee break scene. The couple is on a coffee break, but they are not alone. They are joined by their friends, and they enjoy the coffee and the conversation. The coffee break is a time to bond with others, to share stories, and to be a part of a community.

The coffee break is a time to reflect, to think, and to be present. It is a time to slow down and enjoy the moment. The coffee break is a time to be grateful for the life we have, and to appreciate the people we are with.

The coffee break is a time to enjoy the simple things in life, to enjoy the beauty in the world, and to appreciate the moments we have. The coffee break is a time to be a part of something larger, to be a part of a community, and to be a part of the world.

"MAKE YOUR LIFE..." making a difference...to the lives of others.

2 COL SCENE MAT 2A

SYNOPSIS

(Not for publication)

During a raging storm, a young Scandinavian couple, Regular and his insignificant daughter's christening in reindeer drawn sledges, are attacked and killed by wolves. Their baby is thrown clear and left bing in the snow where she is found and rescued by Askal (EDVIN ADOLPHSON), a Lapland chieftain. To Askal and his wife Elli (ISA QUENSEL), childless for many years, he is a blessing. They name her Lilia and raise her as their own.

Lilia (ERIKA REMBERG) grows to maturity among the Laplanders, learning their ways and customs, and travelling with them as they herd reindeer from the frozen north and the sheltering green valleys and blue lakes of the southern regions in the autumn. She is not aware of her royal origin. Warm and beautiful — she dearly loves Askal and Elli and her laughable adopted guardian Jompa (ALFRED MAURSTAD), the only other person who knows Lilia’s real identity.

Lilia forms a great attachment for a reindeer called Stormwind which she plans to have Jompa drive in the yearly Lapland reindeer race. However, at race time Jompa turns up drunk and an infuriated Lilia drives Stormwind to victory — and the cup for any woman.

As a result of her unexpected win, Mellet (BIRGER MALMSTEN), a young Norwegian Laplander who Lilia is to marry, is embittered. He feels humiliation at losing the race, especially to a girl who wears her management skills which proclaims to the world that he would gladly welcome the beautiful, proud maid as mistress of his tent.

Lilia does not even want to hear about Anders. He has promised his daughter to Mellet, and as far as he is concerned — the Lapidlers shall acknowledge Lilia. In Lapidlers, Lilia has been a long time since Askal’s thoughts have dwelt on the fact that Lilia is neither a Laplander, nor his natural daughter.

In order to see Anders, Lilia goes secretly in a canoe down a dangerously swollen river toward the trading center, but, on the hair-raising journey through the rapids her capload carries Lilia and in the event of her being seen she is swept unconscious onto the bank of the river.

This terrifying accident does not make the stubborn Askal think twice. Lilia’s as usual in his life, his ultimate aim is to send her back, but the reindeer are back in their winter quarters, Lilia is to become Mellet’s bride. When Lilia hears this she arranges a farewell meeting with Anders, who is in the nearest village, and on the way to her meeting with Anders is attacked by the jealous Mellet, knocked down a ravine and left for dead.

Unaware of the reason why Anders didn’t come to her, Lilia moves north with the Laplanders and certain marriage to Mellet. In desperation, Lilia sends Jompa in search of Anders in hopes that he will come to her. Anders, barely recovered from his injuries, sets out to track Mellet. But the whole event of Lapidlers, had its draw back.

Beautiful Erika Remberger as "Lilia" in the exciting, colorful outdoor adventure scene "MAKE WAY FOR LILIA" now at the theatre.

1 COL SCENE MAT 1B

LAPLAND BEAUTY BURNT IN SUMATRA!

(Advance)

It’s a long way from the jungles of Sumatra in the Dutch West Indies to the frozen realms of Lapland, but for Erika Remberger, beautiful star of "MAKE WAY FOR LILIA" coming now at the theatre, the distance can be measured in terms of success.

Spending her early childhood in Sumatra, where she was born of Austrian parents, Erika first turned to acting when she entered school in Honolulu, Austria. She never dreamed that talent learned in the jungle and sking skills later acquired in the rugged Austrian Alps would win her the title role in "MAKE WAY FOR LILIA", the moving door adventure story of a beautiful Lapland girl.

But prepare her they did. Called upon to carry out some rare reindeer darts at speeds up to 70 miles per hour, and paddle a canoe across dangerous rapids, Erika was more than equal to the task.

Her warm and wonderful acting abilities didn’t go unnoticed either. The Swedish who can boast of Greta Garbo and Ingrid Bergman now consider Erika Remberger the equal of them all.

As for the Laplanders — they loved her and accepted her as one of their own. Many a young Laplander swain has leant his heart to her and wherever Erika went Loppi continually repeated "Lilia, Lilia, Lilia." The Swedish are a warm, endearing people. It wasn’t long until Erika knew it was "Lilia," given her name completely forgotten.

Filmed on location in Sweden, Norway, and Lapland, "MAKE WAY FOR LILIA" also stars European favorites Joachim Hansen and Birger Malmsten as Lilia’s two handsome and rugged admirers. The roles are played by many actors. As one native Loppuy yrly put it, "Her beauty conquered all."

GIRLS BEWARE — NEVER ACCEPT A SHAWL IN LAPLAND!

(Advance)

Never take candy from a stranger or a shawl from a Laplander. Lovely Erika Remberger gives a wonderful new motion picture "MAKE WAY FOR LILIA", coming now at the theatre, discloses the quaint Lapland custom of giving shawl during production of the film in the Arctic Circle region of Norway.

Miss Remberg, who motion picture fans have named one of the world’s most beautiful women, was taught young about the priesthood, presented her with an intrusive shawl. Unknowingly she had agreed to marry the Laplander. The shawl was comparable to accepting an engagement proposal, and she refused the offer. The Laplander then cast a spell on her so that she would forget about the shawl.

CREDITS

A Parascope Release A Robert Robert-Perrot Direction Presentation For UFA-Filmverleih Color by Eastmancolor Directed by Rolf Husberg Screenplay by Adolph Shutt and Rolf Husberg Novel by J. A. F. Fria Camera by Pál Donnelly Music by Lars-Erik Larsson Sound Recording by Laurier Wolf Editor — Leonard Wellen

CAST

LILA — ERIKA REMBERG ANDERS — JOACHIM HANSEN ULMER — BIRGER MALMSTEN ASKAL — EDVIN ADOLPHSON JOMPA — ALFRED MAURSTAD INGVAR — ISA QUENSEL ELLI — ISA QUENSEL

RUNNING TIME — 90 MINUTES

PUBLICITY

MAKE WAY FOR LILIA

FASCINATING NEW FILM HAS WIDE AUDIENCE APPEAL

(Prepared Review)

Far above the Arctic Circle of Scandinavia lies Lapland, thought of by most people as a snow-covered, desolate wasteland, hardly a place to live let alone make a movie.

But amid this land the hardly, wonderfully rugged Laplanders live and from this land of the Northern Lights and the fabled Midnight Sun comes "MAKE WAY FOR LILIA," a warm, beautiful new picture presenting a totally unique way of life to the screen.

Filmed in Eastemcolour, location in Norway, Sweden and Lapland, "MAKE WAY FOR LILIA" is a captivating adventure of a Lapland girl, found in a baby in a snowy wilderness after her parents were killed by wolves. She was raised by children Laplanders, "Lilia," is found in the conflict of the hearts born from two different worlds.

"MAKE WAY FOR LILIA" is a fascinating film with wide audiences new and old alike, ready for the experience of the young and old alike, ready for the excitement of the young and old alike, ready for the warmth and gayety of the Laplanders, the true spirit of the strongest simple race ever held in the hands of the Primitive. The Laplanders were as gentle as a lamb where it was filmed. "MAKE WAY FOR LILIA" is a truly a new dimension in family entertainment.

The photography is breathtaking and the people magnificent. But even the most inveterate of the old and the new audiences will be enchanted by the pristine beauty of the Laplanders, their manner of life, their strength and beauty.

"MAKE WAY FOR LILIA" is a film of beauty and truth. It is not just another film of early days of the Laplanders, it is a film of beauty and truth. It is not just another film of early days of the Laplanders, it is a film of beauty and truth.
From the land of the midnight sun comes an unforgettable living adventure!

Make room in your heart for a girl you'll remember forever...

"Make Way for Lila"

filmed in gorgeous Eastman COLOR

Starring
ERIKA REMBERG • JOACHIM HANSEN • BIRGER MALMSTEN
A RILEY JACKSON and ROBERT PATRICK Presentation • A RHOMBUS-SANDREW Production • A PARADE Release
AND GET SET FOR HAPPY... HAPPY DAYS AT THE BOX-OFFICE WITH A FABULOUS MOTION PICTURE THAT IS THE ANSWER TO THE DEMAND FOR TRUE FAMILY ENTERTAINMENT. WARM ... EXCITING ... THRILLING ... "MAKE WAY FOR LILA" IS CERTIFIED FAMILY ENTERTAINMENT
HERE IS A SPECIAL MAT TO HELP YOU CAPTURE THE FAMILY AUDIENCE

"Make Way For LILA" is a wonderful experience for audiences of ALL AGES!

From the land of the midnight sun comes an unforgettable living Adventure!

Make room in your heart for a girl you'll remember forever...

"Make Way For LILA" is a wonderful experience for audiences of all ages!

Make room in your heart for a girl you'll remember forever...

"Make Way For LILA" is an unforgettable adventure!

ORDER THIS SPECIAL AD MAT TODAY FROM YOUR LOCAL NATIONAL SCREEN EXCHANGE

THE MANAGEMENT OF THIS THEATRE IS PROUD TO EXHIBIT THE MOTION PICTURE CLASSIFIED AS...

"Make Way For LILA" is a wonderful experience for audiences of all ages!

The Management of this theatre is proud to exhibit the motion picture classified as...
EXPLOITATION

"SURE-FIRE" BOXOFFICE PROMOTIONS

SPECIAL SCREENINGS

"MAKE WAY FOR LILA" is a delightfully different, intriguing outdoor adventure story of a beautiful Lapland girl. Colorful . . . unusual . . . with great natural warmth and charm — "MAKE WAY FOR LILA" is wonderful family entertainment.

Screen this picture for leaders of your local community service organizations, Board of Education, Parent-Teacher Associations, and the editorial and feature writers of your newspapers. They'll recommend "MAKE WAY FOR LILA" to everyone.

EXCITING, ACTION PACKED TRAILER

Parade has created an outstanding trailer, packed with beauty and excitement. Audiences will thrill to the most unforgettable sleigh race ever held . . . vast herds of reindeer . . . a wolfpack on the prowl . . . and the gaiety of those wonderful people — the Laplanders and that special girl — LILA.

Order your trailer direct from your local National Screen Service Branch — Use it two weeks in advance . . . you'll be glad you did.

SAY "HELLO" WITH A CUP OF COFFEE

Laplanders always greet a welcome guest with a cup of coffee. It's a fine tradition and one you can easily extend to your welcome patrons. Offer free coffee . . . say hello the warm, friendly way . . . then settle back and count the house as your patrons make room in their hearts for a girl they'll remember forever.

TV TRAILER

The beauty and uniqueness of "MAKE WAY FOR LILA" make it a natural for the BIG SELL on television. Sequences that will appeal to all age groups are available on 20 and 30 second television spots. Order FREE from PARADE RELEASING ORGANIZATION, 6253 Hollywood Blvd., Hollywood 28, California.

PAINTING CONTEST

You can travel far and wide and never find a people more colorful than the Laplanders. Their rich native dress decorated in bright blues, yellows and reds form a sharp contrast to the white blankets of snow that cover Lapland.

With this in mind, set up a display of the accessories and posters for "MAKE WAY FOR LILA" well in advance of your scheduled playdate and sponsor a painting and drawing contest. Don't forget to invite your local merchants to act as co-sponsors.

The idea is to have your patrons, young and old alike, submit paintings and drawings of what they believe Lapland and Laplanders to look like. The posters will make excellent guides. Place the entries on display and have your patrons vote for their favorite or select judges from the local art school or center to do the judging. Competition should be divided into age groups — winners to receive free passes and merchandise.

MAN ON THE STREET INTERVIEWS

Here's a catchy way to create interest in "MAKE WAY FOR LILA." Arrange for a man on the street reporter, preferably a well-known personality about town, to tape interview people for later radio playback with this leading question, "Where is Lapland?" Each interview should be directly aimed at calling attention to the movie and your theatre. Be sure that people who are interviewed receive free passes.

DON'T FORGET THAT KIDDE INTERVIEWS ARE NATURALS.

RADIO TRANSCRIPTION

Radio advertising for "MAKE WAY FOR LILA" is a must. Exciting, enjoyable, ticket selling radio announcements designed to SELL . . . SELL . . . SELL are available on a single transcription. Order your FREE 20 and 30 second radio announcements direct from PARADE RELEASING ORGANIZATION, 6253 Hollywood Blvd., Hollywood 28, Calif.

ROPING CONTEST

Laplanders herd reindeer in much the same manner as cowboys herd cattle in the United States. No self-respecting Laplander can't handle a rope. Set up a rack of reindeer horns outside your theatre. If reindeer horns aren't available, any horns will do. Then invite the younger set to show off their roping skills. Arrange for special competitions between the kids and boys, men and women, and even between schools. IT'S FUN AND IT WILL BUILD THE BOX OFFICE.

Mr. Showman:
Now turn the page
for an Advertising Campaign that will have you and your patrons making room in your hearts for a Girl named Lila.
POSTERS and LOBBIES

From the land of the midnight sun comes an unforgettable living 

Adventure!

Make room in your heart for a girl you'll remember forever...

Available
Set of Eight Full Color

11 x 14 Lobby Photos

Order all accessories from your local National Screen Service Exchange.

ONE SHEET

THREE SHEET