

THE ST. JOHNS REVIEW
A. W. Merkle Editor
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"Oregon Trail Series"

The report of a special committee of the Chamber of Commerce this week earnestly commending the financing of Kiser Productions (moving pictures) as not only a good business investment but a matter of prime importance to the future development of the city and state as well, marks a new era in the history of the moving picture industry in Oregon. This report is based on an exhaustive investigation of the Kiser Studios, Inc., located at 773 Milwaukee avenue, it is said, and a thorough business analysis not only of their financial condition and equipment, but of their contracts for distribution of their product throughout the entire civilized world as well. The present series of 12 one and two reel pictures on which they are working, the first of which will be released by Pathe next month under the caption, "Oregon Trail Series," is already half completed and present indications assure they will net those fortunate individuals who financed their production a handsome return on their investment in record time. Meantime preparations are already under way for further productions, and because of the need of financing these quickly in order to maintain the studio's present enviable position with the releasing corporations, this special committee of the Chamber was asked to make a thorough analysis of situation, to the end that investors when approached by a representative of the studios, might have the assurance that in the opinion of Portland's best business men as represented by the Chamber, they were not only investing in a sound business proposition and one more than likely to yield a handsome return but were at the same time assisting in the development of an industry which will do more valuable work in the way of placing Oregon's wonderful natural and scenic advantages before the world than all other sources of publicity combined.

Mr. P. H. Edlofsen and Mr. W. R. Smith, both residents of this section of the city, have the financing in charge and will shortly be calling on our citizens to more fully present the case than space will permit here, and it is needless to add that the bare fact that these gentlemen are lending their aid to the development of this new industry is to say the least another convincing argument in its favor.

Y. W. C. A. Notes

The sewing class is well attended. Any one who is interested is welcome.

If you want a good time, join the gym. Miss Gloria Collison, instructor.

We would like to have more taking advantage of the splendid millinery class.

One of the biggest social events of the season will be held soon at the Y. W. C. A. Watch for the date and further notices.

The "Valeska" club from the George school brought their supper to the building last week, Tuesday night, and this week the "Busy Bees" had a supper together at the building.

Nineteen club advisers from different parts of the city met at the Branch building Wednesday for their regular monthly advisory meeting. A picnic luncheon was enjoyed. Miss Ethel Mitchell, girls' work secretary from the Central Association, presided. Mrs. Norman Christie, popular secretary of the Y. W. C. A., was present and talked on work of the National Board and its relation to the local associations.

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