The Portland Oregonian, Telegram and Commerce (official publication of the Portland Chamber of Commerce), editorially invite Oregon's support in the establishment of a COMMERCIAL STUDIO and LABORATORY for the making and producing of MOVING PICTURES. Fully awake to the natural advantages of Oregon and from a dollar and cent standpoint what such an industry will mean to Oregon at large (particularly Portland) on June 28, June 30, July 3 and 10, 1920, the following editorials appeared in The Oregonian, Telegram and Commerce:

AN OPPORTUNITY, LET'S GRAB IT.

The moving picture man wants to locate in our midst. Why not in a business-like, practical fashion extend to him the glad hand?

We are writing now about the producer and not about the proprietor of the movie show house. The man who wants to come is the man who spends millions; a captain of industry, an employer of talent and labor; a purchaser of supplies, a circulator of dollars. He is not a single individual, but an aggregation of men who have been conducting the movie picture business in the southland for some years and are now determined, if they can find suitable accommodations, to move to the northland where nature's environment and conditions are better suited to movie film production than they are in the south.

Hollywood, near Los Angeles, has acquired a fame that's national from the moving picture industry—for the production of the moving picture films is an industry. It is a community building industry. The proof of it lies in the difference between the Hollywood of 12 years ago, before the movie producer camped there, and the Hollywood of today. It was a mere, straggling, rustic village then. It is a thriving city of nearly 120,000 population now.

Why do the moving picture men want to trek from the southland to this northern country, and more especially to the region around about Portland? For reasons that to them are obvious and most convincing. The scenery is better. It is of greater variety. The sands of the burning desert, the snows of the Alps, the rugged mountains and rushing waters of Switzerland, mountain glades, fertile valleys, rolling rivers and deep forests, the timber camps, the cattle ranches, and the most rugged and varied stretches of ocean coast on the continent are all within easy reach. Here at Portland, or hereabout, the movie producer is in the very center of his choice of scenery that will never wear out, never be exhausted.

Nor is the wealth of scenery the only advantage which induces the moving picture producer to become one of us. The light in this northern country is far better for his business than the light he has been working with in southern California for so many years. It is a softer light and not productive of such deep shadows. It is a longer light, which is to say that in the summer season it is available more hours in the day, and as a financial consideration that means much to the movie man.

It is estimated that the annual salary budget of the moving picture business in the vicinity of Los Angeles totals between $60,000,000 and $70,000,000. The mere statement of this fact suggests the importance to the movie man of an extra three or four hours of daylight each working day. The movie man understands all this and understanding it he comes knocking at our door.

He wants to come in and we should certainly let him in. But if he is to come in and stay and swell the volume of our industry and help in the work of building a greater and more prosperous community he must have studio equipment. Have we the enterprise to help him get it? Isn't the game worth the candle? What's the answer?

WHY NOT GET A CHUNK OF IT?

In the big sense are the moving picture producers seeking new fields? We are told that they are, and there are certain facts which support the truth of that statement.

As everyone knows, Los Angeles and environs constitute their big field at the present time, and, as the story goes, they have shot and reshot the scenery in and about Los Angeles and throughout southern California until it is all familiar to the movie fans as "old stuff." And according to the statement of moving picture men, themselves producers, or who are familiar with the situation in the Southland, that is not the worst part of it. To get the needed new stuff requires long jaunts from the southern California city—to Truckee, to location in Arizona, even to points in southern Oregon. When a company costing $40,000 a week in salaries is kept on one of these compulsory new scenery hunts for a period of six days in the round trip, there is nothing to be said as to the producers' opinion concerning the loss.

It is stated that there is more or less general dissatisfaction over these conditions in the Los Angeles field, and as one gets the facts he does not have to ask the reason why. More than a score of companies have decamped for New York. Most of those that went have stayed there. The greater part of those same companies might have come to Oregon if they had been informed and were convinced of the favorable conditions that obtain here for movie picture production, provided, of course, there was the necessary studio equipment here to facilitate their work.

The movie picture producers are in the way of being informed and of being convinced. They were at first skeptical on the score of rain and cloudy weather. As a matter of course that skepticism was encouraged by Los Angeles report. But the proof of the pudding is in chewing the string, and the string has been masticated. Oregon scenery has been shot by the movie man, and he emphatically declares it to be big game and inexhaustible.

Can the movie producer be induced to come to Oregon and make Portland and vicinity his headquarters? Does he want to come? He has indicated that he does. So far as representative movie men have made a survey of conditions affecting the conduct of their business here, they find that if they were located here they would be able overnight to reach any variety of scenic background for their plays they might desire. There is a big financial difference between overnight and a three days' journey with nothing going on except the salaries.

The rain and the clouds and the poor light said to be resultant therefrom are found to comprise one great, big, fictitious bugaboo. Remarkably fine pictures have been taken in the Oregon rains, and not only that, but in Oregon storms. The light was not defective. The movie men explain that fact by the presence of the violet ray in the Oregon atmosphere.

Furthermore and of important consideration is this fact: There are approximately 17,000 moving picture theaters in this country, and about one-third of that number are "first-run" houses. This means, conservatively speaking, a demand for 5000 new pictures weekly.

Even if conditions here in Oregon were not more favorable to moving picture production than they are in southern California, we should be stimulated to a drive for a share of the business that demand creates.

It will not do to go after this business as the little boy goes after the little bird in the hope of capturing it by putting salt on its tail. The first step is to seriously desire it, to make up our minds that if it is to be had we are going to get it. We can then ascertain if it is to be had and on what terms.

It is a profitable business from the community standpoint. It distributes more than $60,000,000 annually in southern California, in salaries alone. Why not get a chunk of it?

DEPARTMENT OF INDUSTRIES.

The production of motion pictures has become one of the nation's leading industries. There are very good reasons why the Columbia river gateway country should be a great center for this industry. The biggest national producers are beginning to realize this. The next few years will bring some wonderful developments that will surprise even the local enthusiast, who appreciates the possibilities, but wonders why more work is not actually under way at this time.

Business travels in peculiar cycles, which explains many things that are hard to understand, such as the concentration of the motion-picture business at one point on the Pacific coast and the lack of development at the present time in the industry's natural field in the Columbia river gateway country.

We must have certain facilities and preparation before our natural advantages can be capitalized. There is no longer any argument regarding the atmospheric advantages; the wide range of natural scenery within easy working radius of Portland; labor efficiency and the other factors that appeal to men who are putting money into this business. They want to work here because pictures can be produced here cheaper than at other better advertised picture-producing centers.

Certain things must be done, however, before business can be diverted from the channels in which it has been accustomed to flow, into new channels, even though the new channels are better.

Our problem is to sell this idea to the producers, approximately 80 per cent of whom, we are informed, use rented studios and laboratories, 20 per cent owning and controlling their own facilities.

We are making a study of the problem and will endeavor to use the best method of approach, through publicity and otherwise, in order to begin the diversion of this immense business into a most natural location at Portland.

When the business cycle is once started in a constructive way, the growth will come naturally and will be rapid.

NEW INDUSTRY POSSIBLE.

Oregon history and legends offer a fine ground for motion-picture activities and with prevalent climatic and scenic conditions, Portland should have little trouble coming to the front rank as a motion-picture production center, said H. E. Aitken, president of the D. W. Griffith Film company of New York and Los Angeles. Mr. Aitken was particularly impressed with the superb scenery near the city. During his stay in the city early this week he was the guest of members of the department of industries committee.

SHIFTING THE SCENE.

Motion-picture settings have grown familiar to the verge of boredom. They are as identical as twin peas, however the scenario be written. This triteness applies, naturally, to the distinctively American film, and does not deal with the historical photoplay. The constant filming and exhibiting of scenes of the southern California country, and of the southwest, has qualified millions of picture patrons as geographers of districts they never have beheld, in actual fact. In that gasp-compelling thriller, "The Perils of Petunia," the cynical observer decries the identical cliff which served in last week's bill as a bit of New England's rockbound coast. In that brief space, however, the ponderous crags have been translated to lower California, and petite Petunia is scrambling down the barnacles in an escape from Mexican braves.

The heart interest suffers perceptibly when the western lovers wander down a lane of dusty scrub oaks and come to a bend in the trail. The disillusioned witness knows full well that the turn will reveal the same gnarled snag which served but two nights ago as a gibbet for Horsethief Harry, and that the lovelorn couple are predestined to sit in its shelter and spoon, oblivious to the dismal setting for their tryst. And it was but a fortnight since, or less, that Geronimo's painted braves skulked through that very tangle, keen for the tousled scalp of the Old Prospector. A sense of the incongruous is an implish companion at the picture show.

It is time the directors shifted the scenes. In Oregon the great plains meet the mountains, and the mountains slope in valley and forest to the sea. There are more varieties of crags, caverns, rivers, lakes, beaches and natural beauty than would content the covetous heart of the most exacting film creator. There are snow fields for the winter scenes and those of the far north, and the state is replete with natural advantages for impromptu lynchings and Indian uprisings. The fact is that it is less than a lifetime since they were being utilized for those identical purposes, in the drama of real events. If the Chamber of Commerce succeeds in its venture to make Portland a scenario center it will merit the enduring affection of a great and grateful nation.

Motion pictures require "location." That is, they must have scenery. In Los Angeles the scenery is fine, but it has been nearly "shot to pieces." It is getting more and more difficult to locate a scene there that is new. With Portland as a center and a radius of 100 miles, draw a circle. In this circle you will find scenery for almost any conceivable kind of picture. There are regular "Down East" farms in the Willamette valley, wild western ranches just east of the Cascade mountains, eastern pine timber along the White Salmon and Deschutes rivers; mountains covered with snow the year round, and large trees in the Coast range; big logging and lumbering operations; the Columbia highway—the road of a thousand wonders, including many waterfalls; the ocean and ocean-going ships from all parts of the world; bathing beaches; beautiful roses—Portland is known as the Rose City—beautiful city and country residences, and many other things too numerous to mention. There are desert scenes, mountain scenes, river scenes, snow scenes—all to be taken within a short distance of one another and at very low cost of transportation. A view of Chinatown, the aviation field, and river steamboats may be reached by a street car fare. The Columbia river with its many fast river boats may be utilized to take Mississippi and Ohio river scenes, and the Pullman company can furnish steamboat crews and "color" for the benefit of the plot. There are five railroads leading out of Portland and many places may be reached by auto. THAT IS THE REASON I AM HERE, and that is the reason why Portland may soon be the big photoplay city of the country. The winters are mild and the summers are cool.

There is evidence that many companies now operating in southern California would like to take advantage of the northwest if proper facilities were provided for them.

Mr. H. E. Aitken, president of the D. W. Griffith Film company, and its predecessors at the beginning of modern film history, said when here last week:

"I consider you have some wonderful sets of scenery here and a great field in that line. But greater still is the field for new stories, your Indian tales, your pioneer lore, your new cities, your agricultural empire and inland waterways and your great out-of-doors. There lies the opportunity and there is the great novelty for which the public is calling so loudly."

It may not be generally known that the outdoor stuff for the picture, "The Last of His People," was made by Mitchell Lewis for Selanick at Eagle Creek, Hood River and on the Clackamas.

Hobart Bosworth, as early as 1908, was at work near Estacada.

Wallace Reid in "The Valley of the Giants" worked through Southern Oregon.

A large part of Rex Beach's story, "The Silver Horde," was made on the Columbia river and on Puget Sound.

Julian Eltinge was here with his company filming parts of the "Clover Mrs. Carfax" on the Columbia river highway and the S. S. Rose City.

Others that might be mentioned are Marshall Nielan in "The River's End," George Beban in "Jules of the Stronghearf," and Nell Shipman in "Back to God's Country."

An Invitation to the Investor

of limited ability and to the investor whose limitation is solely governed by his inclination, is extended to subscribe to the PREFERRED STOCK and FIRST MORTGAGE NOTES in an organization about to incorporate for the purposes of securing and participating in the unthinkable and astounding profits to be made only in the conduct and operation of a COMMERCIAL STUDIO and LABORATORY and in the PRODUCTION of MOVING PICTURES.

This opportunity to participate in the localization of the CINEMA INDUSTRY (now ranking as the third largest industry of the world) is yours up to and including 12 O'CLOCK of FRIDAY, JULY 15, 1920, when subscriptions to the preferred stock and first mortgage notes and subscription books will be closed.

The Morgans, Du Ponts, Kuhn, Loeb & Co, and other powerful financial interests, by reason of their support given to studio and producing companies, have profited millions. They are now investing millions in the industry because cinema production is no longer an experiment, but today stands as a recognized leader with the foremost of all industries and is known by the most conservative of investors to be fundamentally sound and solidly intrenched as to permanency and ABSOLUTE SAFETY and affords more lucrative returns to the investor than can be expected and enjoyed from investment in any character of business now being conducted in the commercial life of the world.

An illustration of this fact is that the government of the United States is now receiving each month from this industry in taxes alone the stupendous sum of approximately seven million dollars.

Why shouldn't we here in Oregon awake to our opportunity and participate in these fabulous earnings when the fact is established that throughout our entire state nature has endowed her with all essentials for producing of pictures acknowledged to be superior by experts in the picture producing business in scenic effects and photography to that of any location where pictures are now produced.

The BUSINESS and DIRECTING STAFF of our organization assures success of this enterprise in Oregon, as all members of the staff are men who have been connected with every branch of the cinema industry since its inception, and their names and efficiency are known and recognized throughout the moving picture world.

OUR OFFERING:

The PORTLAND TRUST COMPANY of OREGON (affiliated with the NORTHWESTERN NATIONAL BANK of Portland), as Trustee, will receive your subscription, payable to it, the Portland Trust Company, Trustee, upon the following terms and conditions, to-wit:

That in contemplation of the formation of a corporation subscriptions will be received to $300,000 par value of 8% cumulative, participating, preferred stock, interest payable semi-annually; and to $100,000 par value of 7% first mortgage notes of said corporation with interest payable semi-annually; said preferred stock to be subscribed at 90c on the dollar, and said first mortgage notes to be given to subscribers of said preferred stock AS A BONUS in the ratio of 33 1-3% on each subscription received and paid for, and said subscribers to pay the said subscription to said Portland Trust Company of Oregon as depositary and trustee, and

If said stock shall not have been entirely subscribed by the 10th day of September, 1920, and said corporation duly organized in a reasonable time thereafter, said subscribers shall be entitled, upon demand, to a return of such amount as they have paid in on account of their subscription, without interest and without deduction for any purpose, and

Owners of said preferred stock shall, in addition to the earnings on said preferred stock and on the first mortgage notes, receive one-fifth of the net earnings of said corporation until said preferred stock is retired as hereinafter provided. Said corporation to have the right to retire all or any portion of said preferred stock on any interest paying date by paying the par value, plus 10% thereof as a premium, to the holders of said stock, and

Said corporation shall provide for the payment of said One Hundred Thousand Dollars of said first mortgage notes, which shall be payable within five years from their date, together with interest at 7% per annum, payable semi-annually, at the rate of not less than $20,000 per annum, with all interest due thereon. Said first mortgage notes shall be secured by a first lien upon all of the real and personal property of said corporation when fully incorporated, and said corporation shall thereupon execute and deliver to said trustee a TRUST DEED or MORTGAGE in favor of said trustee covering all of the real and personal property of said corporation as security for said notes, and

When both the preferred stock and first mortgage notes have been paid in full and retired as above provided, the preferred stockholders of record at the time of the retirement of the preferred stock, whether in full or in part, shall be entitled to receive in lieu of such preferred stock so retired a Trustee's Certificate whereby each subscriber shall participate pro rata to the extent of 25% of all net earnings, without additional cost to them.

Note: We have received but one criticism in regard to our financial plan which criticism is that the investor in our notes and preferred stock is receiving too much for his investment. Owing to the astounding profits made by studio and production companies we think our treatment of those who invest with us merely impresses upon them the enormous possibilities of profit the Cinema Industry affords to those connected with it, and for this reason we feel that you are entitled to receive your just proportion of what we shall earn in our commercial studio and the production of our pictures. We might state that our picture already produced entitled "HEADIN' NORTH," proves what can be done in Oregon because of nature's profligate bounty to us in atmospheric and scenic conditions and we are now in a position to immediately market this picture from which we have the right to expect an earning power of not less than $150,000.00 based upon the opinion of expert critics in the Cinema Production Industry to whom we have exhibited it.

What Your Check Payable to The Portland Trust Company as Your Trustee, Will Receive for Each $90.00 You Pay In.

1—$100.00 par value, 8% cumulative, participating preferred stock.
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3—20% additional of all net earnings of the corporation to your interest earnings on your preferred stock and note.
4—25% Trustee's Certificate of the Portland Trust Company as your Trustee when and as preferred stock and note are paid and retired. This will give you a 25% participation in all net earnings of the corporation forever.
5—Assets held in trust by the Portland Trust Company, Trustee, as security to your note and preferred stock as subscriptions are received and disbursed by it as Trustee, will have a commercial value of not less than $500,000.00. Total cost to subscribers will be $270,000.00.

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VOTERS' ARGUMENTS FILED

PROPOSED AMENDMENTS ARE GIVEN BOOST BY FARMERS.

Legislative Session, Compulsory Registration, Bird Refuge and Other Laws Wanted.

SALEM, Or., July 11.—(Special.)—Affirmative arguments for five of the proposed constitutional amendments and initiative measures to be submitted to the voters of Oregon at the general election in November were filed with the secretary of state here yesterday.

The argument for the proposed constitutional amendment lengthening the legislative session from 40 to 60 days was submitted by Representative Lewis of Portland, while the proposed constitutional amendment providing for compulsory registration carried the signatures of Senators Banks, Howell and Pierce.

The Roosevelt bird refuge argument was filed by the association sponsoring the proposed law and was signed by John Gill, president of the organization.

Argument for the measure providing for lengthening the terms of certain county officers from two to four years was presented by R. J. Green and Herbert R. Dewart, both of Portland. The argument for the so-called single-tax measure carried the signatures of J. F. Hermann, president of the Oregon Single Tax league.

The time for filing the affirmative arguments with the secretary of state expired last night. These arguments will be printed in the voters' pamphlet and will be distributed throughout the state several weeks prior to the November election.

LOGGER LEGION TO PICNIC

Fifteen Coaches Will Be Furnished Party of 1000.

ABERDEEN, Wash., July 11.—(Special.)—More than 1000 members of the Loyal Legion of Loggers and Lumbermen in all parts of the county will be provided with a special train of 15 coaches for their picnic at Pacific beach July 25, officers of the organization announced last night. Between 600 and 700 members of the legion will be the Aberdeen delegation.

A long list of sport attractions and beach entertainments will be arranged by a committee of the picnickers. Dancing, a motorcycle race and tug of war, a bathing suit parade and a baby show are carded. Prizes will be awarded in all contests, some being cash and some contributed by harbor mercantile establishments.

Marriage Is Protested.

YAKIMA, Wash., July 11.—(Special.)—Parents of William L. Coleman, 17, of Toppenish, appealed to the sheriff's office here yesterday for assistance in preventing the marriage of their son to a Toppenish girl, who, they claimed, had accompanied him to Seattle. At their request a telegram was sent to the King county auditor, asking that no license be issued should the couple appear there.

Klamath Co. May Be Mint Center.

KLAMATH FALLS, Or., July 11.—(Special.)—Barring possible frost during the ripening season, Klamath county marsh lands are ideal for the production of mint, says O. H. Todd, Oregon's pioneer mint grower, who is here from Eugene, investigating the possibilities of the country for several large Michigan concerns and growers of the Willamette valley. The wet bottom lands, of which thousands of acres are available here, are ideal for mint culture, says Mr. Todd, with proper attention to drainage but only through actual demonstration in the growing of one or two crops can the climatic conditions be gauged. If July, August and September do not produce frosts to damage the ripening plants, the next few years, he says, will see Klamath county leading the world in mint production.

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"I ought to put my affairs in shape so that my family will be all right in case anything happens to me."

EVERY man, almost, has said this to himself—but court records show that only 3% of them do it. And in consequence, there is much inconvenience, often unfairness, and even suffering, unnecessarily caused to the dependents.

BY using a pamphlet "The First Step in Making Your Will" you can in a few moments give your attorney all the information he will need in drawing your will. Whether or not you are our customer, we invite you to write or call for a copy.

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HERE'S a delightful, safe drink for children overheated by play—Clicquot Club Ginger Ale. Its bubbling, sparkling coldness makes an irresistible appeal to hot little throats. And the mildly stimulating warmth of its pure ginger content safeguards against too sudden chill.

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