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For immediate release:

A big budget motion picture to be made in Technicolor, telling the story of pioneer days in the Pacific Northwest, including the Puget Sound country, is on the agenda of one of the industry's well known independent film producers, it has been learned here by George K. Comstock, president, Seattle Historical Society.

The production, a story of the 1840's, is to be based on the popular best seller historical novel, "Each Bright River," from the pen of Mildred Masterson McFeilly, Pasadena author, a native Washingtonian, who was formerly associated with the newspaper business in Seattle, it was indicated.

Comstock said the studio, Price-Merman Productions, Inc., of Hollywood, had informed Don McGregor, executive secretary of the society, of their plans, including the information that shooting will start on location in the Pacific Northwest, presumably at least in part in this area, and that beautiful titian haired Maureen O'Hara has been chosen for the role of Kitty Gatewood, the story's heroine.

McGregor has corresponded with the studio officials over the best part of the past year, Comstock said, and it was he, while manager of the Oregon City Chamber of Commerce, who conducted a successful direct-by-mail campaign to chambers of commerce and service clubs in the Pacific Northwest - suggesting regional sponsorship of the project, which aided in the sale of the film rights of the novel to the producers.

"The society is interested in the project for several reasons," Comstock said, "and two of the most obvious are that our organization is historical and we are interested in having the glories of the Pacific Northwest kept before the rest of the world."

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Continuing, the society's chief executive advised that the novel is set in Oregon City, Ore., former capital of the Oregon Territory, and that other principal locale are Vancouver, Wash., and the Puget Sound area.

"Within a short time, studio officials have revealed to McGregor that they expect to come to this area for conferences with him and officials of the society and community," Comstock concluded.