

### PROFESSOR MUNSTERBERG SEARCHES FOR KEY TO FASCINATION OF MOVIES NOWADAYS

Thirst for Education and Amusement Is Declared to Be Reason for Popularity of Films and Interest in Doings of Stars—Stories With Clean Plots Appreciated, but Teaching Factor Is Emphasized.



Pauline Frederick in "Bella Donna" at Peoples Theatre This Week

Edna Goodrich as Armstrong's Wife at the Pickford Today

A scene at the Monastery in "The Soul of a Woman" starring Emily Stevens, at the National Today

AN EMINENT psychologist and scientist who is director of the psychology laboratory at Harvard University has been busying himself for a long time in an exhaustive study of "Why do we like the movies?" After a long study and conversations with those who seldom see a picture show as well as with the most enthusiastic film fans, Professor Hugo Munsterberg is at last telling the people why they watch with eagerness the coming of each new feature and why they keep seated on every film star's waves and ripples and all the other movie mysteries.

According to Professor Munsterberg, the reason for the popularity of the motion picture is not its novelty and its moderate cost. He rather accounts for the place that the motion picture art has in the hearts of all people, both in America and Europe, by the thirst for education and the constant need of amusement. Munsterberg has written long articles on the motion picture art. He has visited all the studios in the country. He has delved into the mysteries of the camera, projector and lenses, and he says that the very wonder of the art, the perfection toward which it is constantly moving, is its chief charm. In one of his recent discourses he says: "As long as the old idea that movies were an inexpensive imitation of the theater and would give us the same art as the drama gives, we have an original task. They offer an art of their own as different from that of the theater as the art of the sculptor is from the painter's."

#### BEAUTIFUL STAR AT PICKFORD

Edna Armstrong Is Making Debut as "Armstrong's Wife."

Edna Goodrich, who recently returned from Europe, where she was a Red Cross nurse, makes her photodramatic debut as a Paramount star in the Pickford today "Armstrong's Wife," the splendid drama, written especially for her by Margaret Turnbull, the celebrated novelist. Miss Goodrich plays Miss Fuldberg, the little country girl, whose checkered career leads her from her peaceful childhood home to the great gaming houses in New York and into the heart of great mountains in the Canadian Northwest. There is in the play the spirit of adventure, the romance and personality of a beautiful woman, who is carried through a novel life by varied fates. An interesting feature of the production is the marvelous wardrobe of Miss Goodrich, in which are numbered some of the creations sketched from the most exclusive shops of the European fashion centers. A large number of beautiful costumes are worn by the handsome actress in "Armstrong's Wife."

#### MAJESTIC HAS GYPSY PICTURE

Dot Bernard Is Appearing in "The Broken Law."

"Portland's Own Dot" Bernard returns today to gladden her many admirers in a brilliant Paramount production, "The Broken Law," at the Majestic Theatre. Miss Bernard, as the gypsy, plays opposite the well-known William Farnum in Australia, she passed her childhood and her early girlhood in Portland, which she calls her home. The photoplay (written especially for the screen by Oscar C. Apfel for William Fox) is one of the most pretentious and elaborate offerings that has ever appeared on the screen. The production is big—big in theme, big in talent, big in settings; it is replete with romance and situations of dramatic intensity, and it is presented with the same ability to detail that characterizes all of the William Fox features. The action takes place in England, about the year 1850, and the story concerns itself mainly with the destinies of Daniel Desmond (Mr. Farnum), Ursula and Isabel Berner, a wealthy English girl. Desmond, a novelist, decides to write a book about the gypsies and to base it on the gypsies camping on his estate. On the



William Farnum in "The Broken Law" Opening at the Majestic Today

death of his father he learns that he has a half-sister who is a member of a gypsy band in order to prosecute his quest. In the course of his wanderings he rescues Isabel from drowning, and later discovers that a mutual passion has developed between them. Isabel, however, has been promised in marriage to Lord Duncan, a debauchee, whose fortunes are on the wane. Desmond finally becomes chief of the clan, but not until he has vanquished his rival, Casper. Seeking revenge, Casper accuses Desmond of seducing Ursula, a gypsy girl, who has really been wronged by Lord Duncan. Desmond and Ursula are branded and whipped from camp.

Neither than marry Lord Duncan, Isabel flees from home and goes to the gypsy camp. She is captured, is taken to the church to be married to Lord Duncan, when—

"Oh, well, it would amount almost to suicide to disclose the ending. Suffice it to say, therefore, that the action moves swiftly and satisfactorily to a gripping climax, that Ursula proves to be Desmond's half-sister, and that Lord Duncan is overthrown by retribution for having caused Ursula to pay the gypsy penalty for "The Broken Law."

The first and the complete pictures of the world's series baseball games between the Boston Red Sox and the Philadelphia Nationals are also shown.

#### "SOUL OF WOMAN" IS HERE

Sensational Theme Is Dealt With in Picture at National.

"Destiny," or "The Soul of a Woman," opens at the National Theater for a week's run. It is a Metro Feature production of sensational theme and broad scope. It comes to Portland after many weeks of successful exhibition in other large cities. Though bordering along the lines of the ultra-sensational, its release has been gained throughout the country for its educational value contained in it. "Destiny" weaves the life lines of a woman and her boy, and while widely separated from early boyhood of the boy, brought together at the striking climax, the paths of the two are intertwined. We find at the opening of the drama a happy married couple with a darling baby boy. The husband, a painter, is about to exhibit a picture, in which wife and baby are the subjects. Suddenly the scene is a moment from a wealthy and worldly cynic, who tells that "that woman was once my mistress." Unable to understand, unwilling to believe and refusing forgiveness, the man turns the woman into the streets with her baby. Unable to provide for two, the boy is abandoned upon the steps of a monastery. The mother then disappears, and the boy, growing up in a manhood, is about to take the vows of the church, when a chance which decided him to see and learn the world first. Fresh in mind and body and innocent in spirit, he goes forth. Avarice and Passion (this part being largely allegorical), who have been awaiting, take the boy through the mazes of bright light, finally winding up in a palace of sin, where his downfall is about to be accomplished. The climax comes, and a chance happening unites mother and son—to the sorrow of both. What will a mother's sacrifice lead to what great depths does the soul of woman extend—is



"TELL ME THE TRUTH."

scored such a marvelous triumph in "Zam" scores even higher in this production.

The role of "Bella Donna" is one of the greatest tests that any actress can be put to for she must be cruel, hateful, savage, treacherous and at the same time be so fascinating that she will grip and hold the attention of the audience throughout the performance. What is still more difficult she must win the sympathy of the audience to make her final punishment, however just, seem cruel and tragic.

Bella Donna, a London adventuress, lures Nigel Armine into marrying her to save her from the grasp of the capitalist. He takes her to Egypt, where she becomes infatuated with a powerful native, Haroudi, who persuades her to poison her husband. This she does, but as he gradually becomes weaker and weaker from the effects of the drug, Isaacson arrives and discovers her treachery in time to save the man's life.

Driven to hate Armine and foiled in her attempt to dispose of him, Bella Donna attempts to tell him the truth. Then she goes to Haroudi, who now disregards her as being too dangerous, and she returns home only to be turned away by Dr. Isaacson, who sends her into the black desert—and then what? The climax is keen and almost unexpected.

Cartoongrams, travel pictures and comedy complete the bill.

#### POE STORY TO BE SCREENED

"Avenge Conscience" Will Be Hellish Attraction.

The Hellig Theater continues with motion pictures today and all week, with the exception of tomorrow, when the Lady Aberdeen lecture will be given. The motion picture feature will be D. W. Griffith's second wonder picture, "Avenge Conscience," which has the same cast as that other marvelous Griffith production, "The Birth of a Nation."

"Avenge Conscience" will run from 5 P. M. to 11 P. M. today; then from 11 A. M. to 11 P. M. on Tuesday, Wednesday, Thursday, Friday and Saturday.

For the purpose of showing this picture, the Hellig has been leased by Orton E. Goodwin and Sol Baum, who have obtained the Portland rights for "Avenge Conscience."

The cast includes Blanche Sweet, Henry Walthall, Ralph Lewis, Mae Marsh, Robert Harron, Scottie Wood, Alken, George Siegman, Josephine Crowell and all those stars who made such remarkable distinctions in "The Birth of a Nation."

"Avenge Conscience" is a picturization of Edgar Allan Poe's "Annabel Lee" and "Telltale Heart."

For many weeks "Avenge Conscience" occupied the screen at the Strand Theater, New York. In Seattle recently it is asserted it drew larger patronage than was accorded the other

Griffith masterpiece, "The Birth of a Nation."

Griffith himself says: "Avenge Conscience" is my supreme achievement. It is a greater picture than "The Birth of a Nation."

Mr. Griffith is the first man to attempt to make a motion picture production of a Poe's work. The weird genius of the author has been exemplified by a picture fully as weird. The story is a terrible picturization of the power of mind. It illustrates the workings of a diseased mind. It shows that mind flitting from heaven to hell. The clash between intellectuality and natural emotions results in a hypothetical series of dramatic incidents. The cast speaks of itself for the acting.

"Avenge Conscience" is a picture which will pass into the mind of every person in Portland who witnesses it.

# Majestic THEATRE

William Fox Photo-Plays De Luxe Beginning Today

America's Most Popular Star



## William Farnum

Supported by Portland's Favorite

## Dorothy Bernard

In a Terrific Thunderbolt Drama

# The Broken Law

Also 1915 World's Series Baseball

A Special Motion Picture of the Games



## PEOPLE'S THEATRE WEST PARK AT ALDER

COMMENCING TODAY

The Magnetic, Fascinating Screen Star,

# PAULINE FREDERICK

In a Thrilling Picture of Egyptian Desert Life

# BELLA DONNA

A Striking Combination of Intense Tragedy and Exquisite Oriental Settings

Miss Frederick in this picture eclipses all previous stellar performances with her powerful personal magnetism—exclusive, indescribable.



"TELL ME THE TRUTH."

## STARTING TODAY THE WORLD FAMOUS BEAUTY

# EDNA GOODRICH

# JAMES CRUZE

(The Reporter in "The Million-Dollar Mystery.")

# ARMSTRONG'S WIFE

This play tells the story of a beautiful country girl who is tricked into a false marriage by a professional gambler and how she returns to her first love.

Special Music by Pickford Concert Orchestra

# THE PICKFORD WASHINGTON AT PARK



We can safely say this is one of the best PARAMOUNT PICTURES ever shown in this city.

Pathe News—Paramount Travelogue Continuous From 11 to 11

"No Better Show in Portland"