

**PHOTOPLAY MAKERS  
RE-CREATE HISTORY**

George Fitzmaurice Does This in "To Have and to Hold"

They turn things topsy-turvy, these photoplay makers. They make snow in summertime and rain on a desert. And now they're even re-creating history. A lot of logs fixed together out in the country, a flowing stream, a colonial governor, 2 clergymen, six stern members of a colonial council, 8 elderly men, 80 women, 150 settlers, a few tomahawks, half a dozen bottles of prop "blood"—and presto!—the historical attack upon and defense of Jamestown, Va., in 1620, found its way to an eventual reproduction on the screens of America. Jamestown of Colonial days, is said to be one of the most interesting features of "To Have and to Hold," a

George Fitzmaurice production for Paramount, featuring Betty Compson Kosloff and W. J. Ferguson in strong roles, which comes to the Columbia Theatre Saturday. Ouida Bergere made the screen adaptation from the Mary Johnston romantic novel, which carries an absorbing story from the profligate court of King James I of England through the hardships of the Virginia colonies to dramatic scenes aboard a pirate craft and a final denouement in the same court from whence started the characters thus caught in a whirlpool of adventure.

"Beauty is but skin deep"—then how important is the care of the skin! Do you know how to wash yours right or are you abusing it? This is the way Beauty Doctors say to do it: Use warm, soft water and a mild soap once a day. If you live in a smoky city, it may be necessary to do it oftener.

**SIXTH ROLL CALL**



The Sixth Roll Call of the Baton Rouge Chapter of the Red Cross started off with a swing on Monday the 20th. Red Cross flags were flying on Third and Main streets; automobiles were being posted by the Girl Scouts with posters on which gleamed the Red Cross with the slogan underneath "Join for 1923", and because of the energy of the Boy Scouts huge posters were everywhere from the windows of business houses to the box cars on the railroad tracks.

Booths were in all the banks and large business houses where energetic ladies and girls were busily writing out memberships. Even the office buildings had their workers that covered every office from the top of the building to the basement.

If every one who passes a booth and has not yet enrolled will do so; and the fraternal organizations and various women's clubs of the city will enroll one hundred per cent there will not be the least need for a house to house canvas.

The details of the membership campaign were worked out by the Roll Call Committee which was composed of the following persons: Miss Kath-

erine Hill, chairman; Mrs. K. H. Knox, chapter chairman; Miss Ella I. Graham, secretary; Mrs. Walker Young, chairman of the committee on booths and buildings; Mayor Bynum; Mrs. L. U. Babin, chairman of publicity; Mr. H. B. Anglen and Capt. Steele, chairman for city and rural advertising; Mrs. V. V. Sessions, chairman on enrollment of Women's Clubs; Major Hernandez, chairman of enrollment at L. S. U.; Major Wildes and Dr. Fortier of the Nicholson Post and Captain Woolley and Mr. Mitten-dorf of the David Ewing Post of the American Legion; Rabbi Reinhart committee of one on church announcements; Mrs. C. C. Deval, Mrs. Arthur Miller, Mrs. John Appel.

That the sub committees were prompt in carrying out their duties is shown by the readiness with which everything moved off when the word to go forward came. No definite goal has been set but it is hoped that the membership will show an increase over the year previous. It seems but fitting that the better known the Baton Rouge chapter of the Red Cross becomes the greater should be its endorsement and support.

**HEIRS HAS NEW THRILL**

"The Ghost Breaker" Comedian Says He's the Luckiest Ever

Walter Heirs has enjoyed a new brand of thrill.

The Paramount comedian, in San Francisco for scenes in a new Paramount picture, "The Ghost Breaker," which will be shown at the Louisiana theatre Sunday and in which Wallace Reid is the star, stood on the pier and watched a big crane on a ship lift a net-load of trunks from the dock and swing them through the air and let down on deck.

Then he watched the same opera-

tion again, but the second time the net broke and the trunks fell several feet to the deck of the ship.

"Now for the next scene," said director Alfred Green, "you are to sit on top of the net-load of trunks and ride over through the air, to the ship's deck."

Walter had natural misgivings about the strength of the net, especially after his weight was added to the load of trunks, but, nevertheless, he took the ride and happily landed safely on the deck. "Just think—I might have been on that load that broke the net!" exclaimed the fat actor, who claims he is one of the luckiest men in the world.

A man of the wilderness saved her from the caresses of a King's fool.

Adolph Zukor presents

**George Fitzmaurice Production  
TO HAVE AND TO HOLD**

with

**Betty Compson and Bert Lytell**

supported by

**THEODORE KOSLOFF, W. J. FERGUSON,  
RAYMOND HATTON AND WALTER LONG**

Gorgeous thrills on land and sea in the greatest romance ever filmed.

**TORCHY'S NUT SUNDAY—Comedy. NEWS WEEKLY**  
Third appearance **BATON ROUGE CHORAL SOCIETY**  
**PROF. DAVID H. PILLER, Director**

Selections

"On Miami Shore" and Sextette from Lucia di Lammermoor

**COLUMBIA CONCERT ORCHESTRA**

E. H. Charlton, Director.

Saturday  
Sunday

**COLUMBIA**

Prices 25c and 50c  
Tax Extra  
Children 10c

"I'm a specialist in spirits—lead me to 'em!"

JESSE L. LASKY presents

**Wallace Reid**

in

**"THE GHOST BREAKER"**

supported by

**Lila Lee and Walter Heirs**

Come and See Wallie Beat Up an Army of Ghosts!

"SHIVER and SHAKE"—Comedy. **PATHE REVIEW**

**PROF. DAVID H. PILLER, Organist.**

Sunday  
Monday

**LOUISIANA**

Prices 10, 20 & 30c.  
Tax extra.

**The Baton Rouge  
Philharmonic  
Orchestra**

First Concert 1922-1923 Season.

Third Consecutive Season

**Miss Marjorie Arbour**  
of Baton Rouge

**Mr. Theodore Roehl**  
of New Orleans

**SOLOISTS**

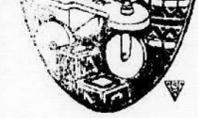
**Garig Hall, December 6**

at 8:15

Admission 50c and One Dollar

**TOYS**

First Showing  
for Christmas



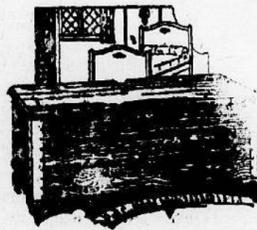
Toyland is open for the kiddies! A bewildering galaxy of wonderful new toys that will delight the heart of every youngster and interest their parents as well. Prices this Christmas are distinctly lower. Shop early!

**Sewing Cabinets  
\$7.00 up**

A charming new William and Mary period design, finished in mahogany, at an exceptionally attractive price. If you want to choose a gift that will give real pleasure and happiness for many a year, let your choice be one of these useful, practical sewing cabinets, now on sale at this special low price.



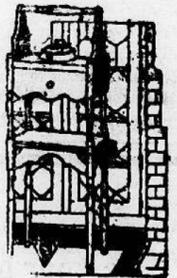
**Cedar Chests \$13.50 Up**



These large size cedar chests are copper trimmed and are made of genuine Tennessee red cedar. They are absolutely moth proof and air tight—the finest gift of its kind you can possibly make. Only a limited quantity of them, so make your selections early if you want to get in on this special bargain price.

**A New Smoking Stand  
\$1.50 up**

A gracefully designed smoking stand of the new type, finished in either mahogany or walnut, with a large size drawer, ash tray, match box holder, etc. Note that it can be easily carried from one part of the room to the other wherever needed.



**Becker Furniture Co.**

The Store That Saves You Money



**A FEW SPECIALS**

1000 Shot Air Rifle, automatic repeater. Price .....\$2.50

The Celebrated Pennant Ball Bearing Roller Skate. Price .....\$2.25

Toy Wagons from .....50c to \$6.50

**\$6.50**

**DOLLS**

A complete assortment of Domestic and Imported Dolls from .10c to \$9.00  
Velosipedes from ...\$2.50 to \$6.50  
Kiddie Kar. Price .....\$1.50  
Mechanical Toys from .....25c up

**BANGO--The Furniture Man**

Main and Third

Main and Dufrocq