

Flandrau; "Babbitt," from the novel by Sinclair Lewis, author of "Main Street"; and "The Age of Innocence," from the novel by Edith Wharton. These pictures, which are now in the making, will be directed by such well-known men as Sidney Franklin, Harry Beaumont, William Beaudine, Chester M. Franklin and Harry Rapf.

**PROGRAMMES FOR
1924**

In the early part of the year, Mr. Sidney Friedman, known to exhibitors far

and wide, was appointed Sales Manager, and assumed his post at headquarters. Other well-known members of F.B.O. staff are A. L. Sions (London), G. M. Stone (Leeds), E. Goodman (Cardiff), H. Cohen (Glasgow), S. Wynbergen (Newcastle), J. A. Fearnett (Liverpool), P. Gogan (Dublin), A. E. Wheeler (Birmingham), D. Fish (Manchester).

GAUMONT COMPANY, LIMITED

Considering the general state of business during the past year, the Gaumont Company, Limited, has done remarkably well during its silver jubilee year, and the list of films released shows a very fine percentage of good pictures—both British and American—which have been both profitable to exhibitors and well appreciated by the public. The phenomenal success of "Rob Roy" was all the more remarkable in view of the strong competition from other Gaumont pictures of the box-office calibre of "A Gipsy Cavalier," "A Prince of Lovers," "The Little Minister," "A Sister to Assist 'er," and "Love, Life and Laughter."

The "Realart" series has also proved exceedingly popular generally, irrespective of distinctive successes achieved by such pictures as "The Mystery of the Yellow Room," "Soldiers of Fortune," "The Man from Blankley's," "Morals of Marcus," "Dawn of the East," and others.

The greater part of the Gaumont programme of releases for the first half of 1924 have already been Trade Shown or will be during the next few weeks, and among the earlier films which promise well for the pay-box is a fine array of British productions, commencing with the "Westminster" film "Fires of Fate" (which was pre-released in Manchester and played to capacity throughout the week), the Welsh-Pearson production "Squibs, M.P.," featuring Betty Balfour, which has been more heavily booked than any previous "Squibs" film and the British Screencraft production of "Lights of London," all of which are released in January, and have been ex-

tensively booked for the British Film Weeks in every part of the country.

In February, the Company will release "Bonnie Prince Charlie," which has already received much more publicity in the newspapers than any other Gaumont film, and which will have its first-run showing in practically all the key cities during British Film Week, and in the same month the public will see the Australian film featuring Arthur Tauchert, "A Gentleman in Mufti," which has been very heavily booked, especially up North.

March will see Betty Balfour in "Squibs' Honeymoon," which, although the last of the "Squibs" pictures, is considered by many to be at least as good, if not better, than the earlier ones in the series.

Another Gaumont British production, not yet shown, but eagerly anticipated, is George Cooper's production of "Claude Duval," with Nigel Barrie and Fay Compton in the leading rôles. Although severely handicapped by the bad weather, Cooper hopes to have the picture ready for show early in the New Year. The release will depend largely upon the date of the Trade Show.

In the way of shorter British subjects the Company, of course, has already announced the New Front Line Series of Quality Plays, produced by Mr. George Cooper, which have received so much praise in the Press. These also will be available for British Film Week. The series consist of six films, three dramatic and three humorous. The dramatic subjects are: "The Reverse of the Medal," "Darkness," and "Finished." The humorous subjects are "The Man

Who Liked Lemons," "Three to One Against," and "Constant Hot Water."

Among the American pictures to be released by the Company in the first four months of the year are a number of good dramatic offerings in "The Snow Bride," featuring Alice Brady, "Midnight," featuring Constance Binney, "The Cowboy and the Lady," featuring Mary Miles Minter, and "The Top of New York," featuring May McAvoy. The programme for these months also presents in particular several really tip-top light entertainments, among which the most outstanding are "Class" and "The Speed Girl," both featuring Bebe Daniels (now fifth in popularity among screen actresses in America), "Food for Scandal," featuring Wanda Hawley, and "A Full House," featuring Bryant Washburn. Altogether, there are thirty feature releases for the first six months in the year.

The Gaumont programme of films for release in the latter half of 1924 is likely to make interesting reading when entirely complete. Negotiations are now taking place to acquire the rights in a number of important American productions which it would be premature to announce just at this moment, but the list of British films to be presented, although a long way from being complete, shows that the Company has no intention of resting on its laurels earned in 1923.

Two fine stories already acquired, and to be produced at the Shepherd's Bush Studio, are "Hounded Down," from the novel by David Durham, a modern domestic drama, and Ian Hay's play,



Gladys Cooper

Constance Binney

"Our Betty" Balfour

Wanda Hawley

Mary Miles Minter