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## J.Arthur Rank: The Man Behind the Gong

*Michael Wakelin*

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**Michael Wakelin : J.Arthur Rank: The Man Behind the Gong** before purchasing it in order to gage whether or not it would be worth my time, and all praised J.Arthur Rank: The Man Behind the Gong:

0 of 0 people found the following review helpful. Excellent Biography By lindsay devereux Very good bio of the fascinating life and times of the Flour Mill mogul and devout Methodist Josheph Arthur Rank. Their are not a lot of books on this subject and I found this one fasinating. Very good business lessons here, his battle with the Harold Wilson Labor Govenment and their "crippling" tax regime on the entertainment industry. How diverification into another industry from flour milling/Baking and priducing filmed entertainment to back and commence the massive Rank/Xerox empire. Excellent biography!

This is a biography of J. Arthur Rank, the industrialist and Methodist teacher who became a major force in British cinema. He became interested in films when as a young man he saw the potential of the cinema to proclaim the gospel. So he began to make films and when the cinema chains refused to give them a general release, he bought the biggest

two, Odeon and Gaumont. In all Rank's work, his Christianity was an important factor. When it was decided that cinemas should open on Sundays, Rank was able to get a religious short shown before each performance. His success in cinema can be attributed to his ability to find the best people to work for him, and he put his trust in these people so securely that he even allowed many of them to write their own contracts. This book draws on archives and memories from Rank's family. The author has also produced a Radio 4 documentary on J. Arthur Rank.