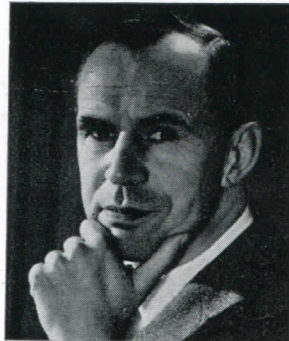




**Mr. A. J. PINCOMBE**  
General Manager, Sales Divisions  
Rank Precision Industries Ltd.



**Mr. F. JESSUP**  
Manager, Cine & Optical Division

# What's This all About

**A**T last we have found the right answer to Shakespeare's "What's in a name?" An old and valued friend of twenty-five years' standing has decided, for excellent reasons, upon a change of name.

G.B. Equipments Ltd., has now become the CINE and OPTICAL DIVISION of RANK PRECISION INDUSTRIES LTD. The change is one of name—the Company has not changed hands, and the well-known and trusted team of Pincombe, Jessup and Co. remains at the helm.

For some years back, they have carried a kind of "signature" to all their Advertising and Publicity material, stating that G.B. Equipments Ltd., was a member of the British Optical & Precision Engineers Ltd. (B.O.P.E.) Group of Companies.

As the equipment manufacturing Group within the Rank Organisation, B.O.P.E. claims to share in its success and mounting prestige. "The Man-with-the-Gong" is universally known and respected, and carries a tremendous value in public recognition of the name



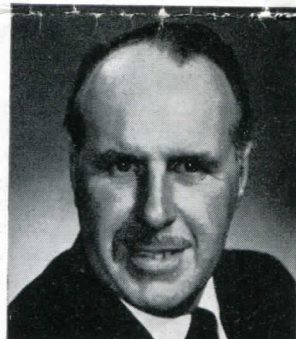
**Mr. A. E. GREEN**  
Sales Manager  
Cine & Optical Division



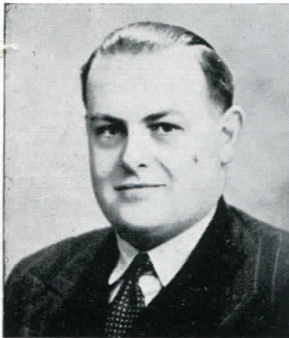
**Mr. E. MAYNARD**  
Deputy Sales Manager



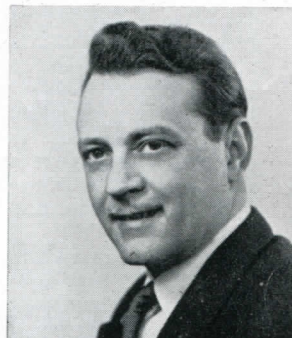
**Mr. G. BAIN**  
Northern Area Manager



**Mr. G. GASK**  
Southern Area Manager



**Mr. J. C. BROWN**  
North of England and Scotland  
Representative



**Mr. J. DAVISON**  
North Midlands Representative



**Mr. W. H. NICHOLAS**  
Midlands and West of England  
Representative



**Mr. J. DUFFELL**  
London and South of England  
Representative

# RANK PRECISION INDUSTRIES ?

“Rank” to which it belongs, both at home and abroad. Accordingly B.O.P.E. now changes to

## RANK PRECISION INDUSTRIES LTD.

under which name trading will be carried on.

It could hardly be more logical that G.B.E. turns into Rank Precision Industries Ltd., and the advantages of this step are clear, since the public is constantly being reminded of the name, “Rank” in cinemas everywhere, on posters, and in advertisements in every newspaper in the country. Indeed, it is hardly possible to pick up any newspaper or magazine without finding some mention of the Rank Organisation either as Editorial or as paid advertisement.

What a wealth of recognition value this represents! And it is now at the service of Dealers, through this one change of *name*.

The products themselves will continue to bear their famous names—G.B.-Bell & Howell, Taylor-Hobson, etc., as brand names. They will be joined by newcomers in course of time. They have hitherto been called products of B.O.P.E.—they are now styled products of

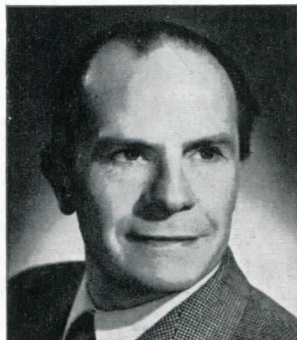
## RANK PRECISION INDUSTRIES LTD.

\* \* \*

Our photographs show the team of Rank Precision Industries Ltd.  
(Cine and Optical Division).



**Mr. D. FARBROTHER**  
*Sales Promotion Manager*



**Mr. R. WEBB**  
*Dealer Liaison with Industry and  
Education Authorities*



**Mr. D. ROBERTSON**  
*Service Department Manager*



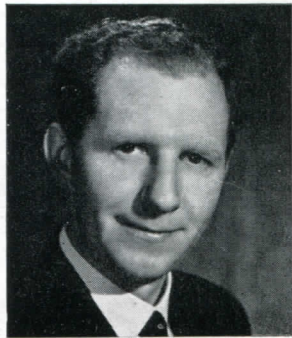
**Mr. R. PRYOR**  
*Home Counties Representative*



**Mr. D. TUBB**  
*Mortimer House Sales Staff*



**Mr. K. KENNEDY**  
*Mortimer House Sales Staff*



**Mr. J. ENEVER**  
*Mortimer House Sales Staff*