



**A. E. ABRAHAM'S**

*Whose vision and enterprise alone made the Regal possible*

## The Master Mind

**W**HEN the doors of the Regal at Marble Arch are opened to the public on November 29, the ceremony will mark the successful consummation of the plans and projects of the master mind behind this great edifice—A. E. Abrahams.

All his life Mr. Abrahams has been a pioneer. He was one of the first to recognise that "it pays to advertise," and he persuaded hundreds of business people to advertise through the medium of his first big advertising venture—the Boro' Billposting Company. That his foresight was justified is proved by the fact that he sold the Boro' Billposting Company to Odhams Press Limited for nearly a quarter of a million pounds sterling.

### Overcoming Difficulties

No difficulty is too great for this master mind to overcome. The troubles encountered in the initial negotiations for the Regal site would have disheartened many a hardened business man. A. E. Abrahams was spurred to greater efforts by these very difficulties, and after protracted negotiations secured what he wanted.

No detail is too small to escape his attention, no trouble too great to ensure that his patrons shall have the very best of everything. For example, in order to decide the vexed question as to what decorative scheme should be employed for the Regal, he conceived the novel idea of having a private exhibition of the various schemes submitted by over forty different artists and decorative experts. This took place at the Scala Theatre, and was attended by nearly 500 people, who were asked to vote upon the various exhibits, which resulted in the adoption of the decorative scheme as it is now seen.

Again, in order to get the most comfortable and luxurious

chair for all parts of the house, a selection of many were exhibited at the same time and voted upon in the same way as the decorative scheme, the final choice being the present "Regal" seat.

### The Organ

The placing of the order for the organ and bells entailed an enormous amount of personal application, as A. E. Abrahams insisted upon the finest possible organ for the Regal, and, if possible, desired to have one of British manufacture. To this end he enlisted the services and advice of about a dozen experts, and spent a great deal of time himself in hearing the best types of organs all over the country. Eventually Arthur Meale, of the Westminster Central Hall, and Mr. Maclean, of Shepherd's Bush Pavilion, were commissioned to design an organ, and were given *carte-blanche* in the matter of expense, and it is pleasing to know that the organ was finally built by an English firm.

It is now his intention to establish a chain of "Regal Cinemas" in the suburbs of London, and sites have already been chosen at Norwood, Golders Green, Leytonstone and Richmond. The "Regal," Marble Arch, is the first to be completed, and the model upon which the others will be based.

## "Like Father . . ."

**W**HILE A. E. Abrahams planned the construction of the "Regal," his son David was entrusted with the work of putting his father's plans into execution. The finished building is a tribute to the genius of the son.

It is amazing to realise that this quiet, unassuming young man has been responsible for the placing of orders and contracts for the

"Regal," a task which needed a great deal of careful discrimination and an infinite amount of patience until everything was absolutely correct; a duty in which an alert watch had to be kept continuously upon the many varied contractors, large and small, who had all the assembling and building of the "Regal" in hand.

### A Brilliant Career

Although only a young man, he has had a brilliant career.

He entered the Boro' Billposting Company, and, starting at the bottom, it was not long before he had reorganised the entire transport system of this concern, a no mean achievement, and worked his way through the various departments, eventually being appointed a director.

Not satisfied with this initial effort, he made an entirely individual one, and in 1923 founded the firm of Solosigns Ltd., for the purpose of starting a new idea in outdoor advertising.

His work on the "Regal" is epic, and it is undoubtedly to the men of his stamp—who, while still young, combine hard-gained knowledge, talents and energy—that the British Film Industry must look for its prophesied great future.



**D. A. ABRAHAM'S**