

**TWO  
HUNDRED  
YEARS**

**1769-1969**

## A NEW CHAPTER BEGINS . . .

The famous Beale's building illustrated on the cover of this booklet has reached the end of its useful life. It is no longer suitable for modern banqueting and bakery manufacture.

Beale's are moving their offices to High St., Southgate, N14, and the corner in Holloway Road will be demolished and a modern store erected in its place.

The year 1969 not only marks the 200 years milestone in the history of this business but also the end of this fine old building.

The business is still solely owned and controlled by the Beale family and we are looking forward now to the next 200 years.

**A MESSAGE FROM T. EDWARD BEALE CBE JP  
AND JOHN H. BEALE MBE**

In 1969 our family celebrates two hundred years of successful business, through six generations. While we at Beale's are immensely proud of our history, we are not overwhelmed by the weight of tradition. We have our eyes set on the future and we believe that a catering business will not flourish by living on its past reputation but only by offering its customers today the very best in food, service and accommodation.

Our policy is one of continuous improvement and modernisation and some major new projects are already being planned. We therefore have pleasure in presenting to you not only some extracts from our history but also some new illustrations of the establishments on which we are going to build our future.

**WEST LODGE PARK**  
Hadley Wood · Herts

A charming country mansion hotel in a superb setting. Distinguished for dinner parties, weddings and dining out in style. Well appointed bedrooms and conference rooms.

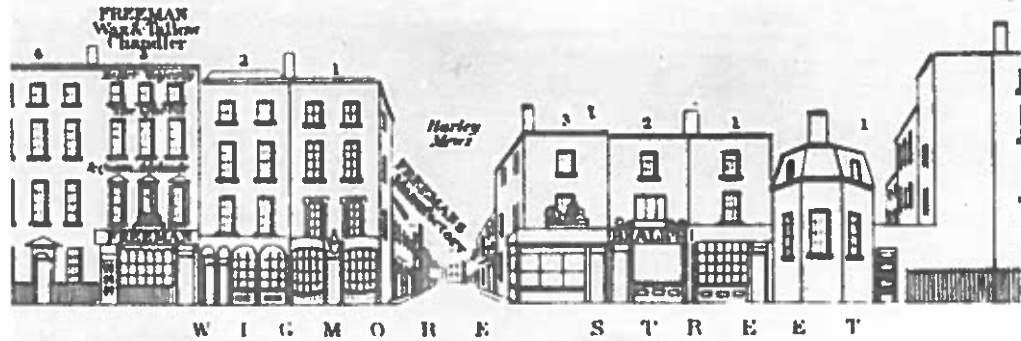
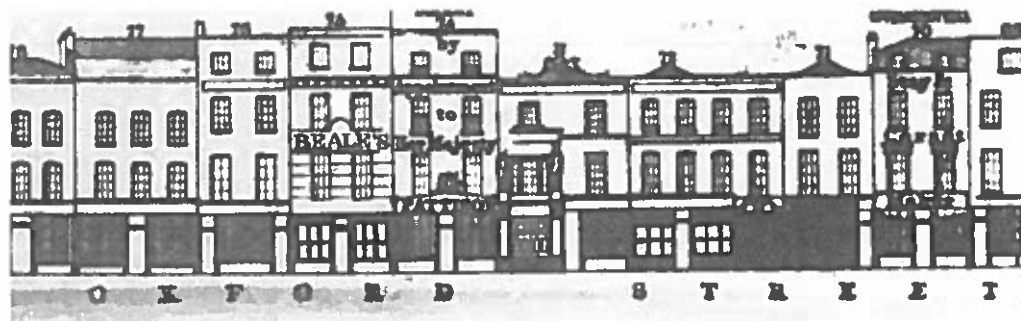
**FIRS HALL**  
890 Green Lanes · Winchmore Hill  
London N21

First class accommodation for dinner-dances of up to 250. The best banqueting food and service in North London. Smaller suites for weddings and conferences.

**HATFIELD LODGE HOTEL**  
A1 Road · Hatfield · Herts

Excellent modern facilities for conferences, dinner-dances and weddings, with new Hexagon Room finished September 1968. Thirty comfortable bedrooms.

Beale's Ltd. Directors:  
T. Edward Beale CBE JP, John H. Beale MBE  
Trevor H. Beale MA, J. A. Hodges, A. J. McCarthy



In 1769 John Beale, master baker from Therfield, Herts, came to London and opened a bakers shop at 75, Oxford Street. His younger brother, also called John, opened his own shop at 2A, Wigmore Street in 1802. It was there that Edward Beale, his nephew, was recorded as being in charge in 1823 and Edward went on to start his own business at 45, Popham Street, Islington in 1829. The Beale family had been established since the 16th century in the area around Royston, Herts, as farmers, millers, bakers and innkeepers, and there is a memorial brass in Radwell Church to a John Beale who died in 1516.



*Supper given by Mrs. Crawford, 23, Alexandra Villas, Finsbury Park, on December 14th 1887.*

Fillets of Sole in Aspic  
Spiced Beef \* Pigeon Pie \* Game Pie  
Roast Fowls \* York Ham \* Ox Tongue  
Galantine of Veal  
Chaufroid of Partridge  
Cotelettes de Volaille \* Lobster Salad  
Plain Salad \* Gateaux \* Meringues  
Jellies \* Creams \* Pastries

Dessert of Pineapples,  
Black & White Grapes, Figs, Filberts,  
Almonds, Apples  
Tangerines and Preserved Fruits.

Bottles of Claret 1/6d  
Bottles of Whisky 4/-  
Bottles of Brandy 10/-

*Waiters 6/- each      Carvers 7/6d. each*



## FIRS HALL

Here is a part of Firs Hall where we thought we should allow one of Britain's top designers to run wild! Henry Roffey of Roffey-Ellis Associates is responsible and he is not the only one who is enthusiastic - just everyone is thrilled at the result. Everything is dramatic and, as it should be in a bar, stimulating!



### FIRS HALL

**FIRS HALL** is now, without question, one of London's most luxurious banqueting centres.

With plenty of deep-carpeted reception and bar space and a private car park for 80 cars, we can accommodate up to 300 persons.

Fantastic new lighting effects, specially designed for us, give dozens of different moving colour arrangements in the eight giant crystal chandeliers and on the stage. The lighting is an entertainment in itself!

All this is wonderful, but it is the food and service we are most proud of—food prepared by our Chefs in new sparkling stainless steel kitchens. Do ask to see the kitchens.

Book your next function at Firs Hall, it is different—and better!



The Cocktail Bar,  
adjoining the new  
Terrace Room  
overlooking the  
gardens.



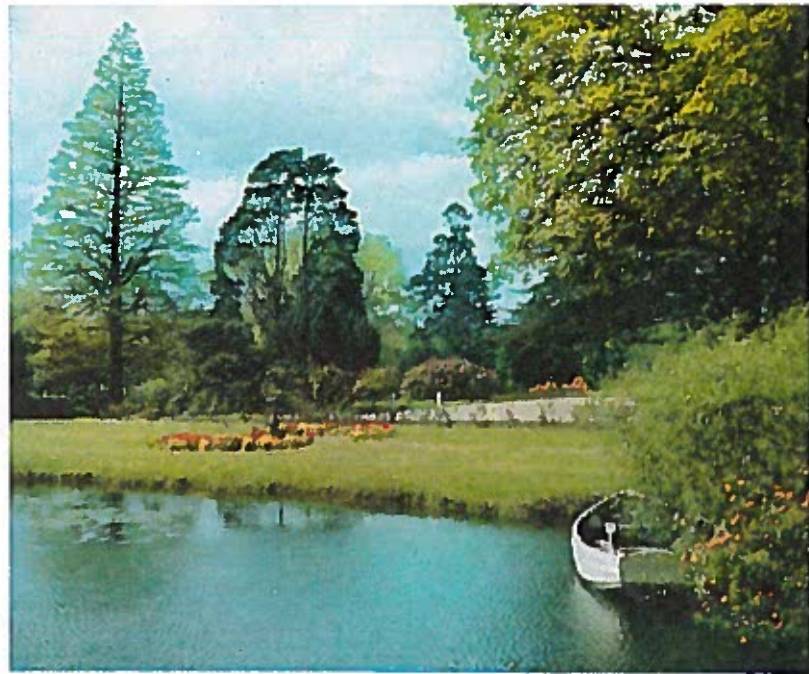




## WEST LODGE PARK

The Drawing Room at West Lodge Park is the perfect room for your private lunch or dinner party. All the elegance and comfort you could wish for plus superb food and service for you and your guests. Let us devise a memorable menu for a memorable party!

There is a natural beauty in the grounds of West Lodge Park which is unsurpassed in any estate so near to London. The lawns, the great trees, the flowers, form a delightful setting for wedding parties, conferences, a weekend visit or just a pleasant meal in the peace of the countryside yet only a few miles from London.





*May 15th 1897.*

William Beale speaks - "I learned the trade of baker & confectioner from my uncle, Edward Beale, at his shop in Popham Street, Islington. In 1861 I commenced business in a very small way in Highgate Hill.

I was twenty-three at the time and had only a capital of £50 of my own. With this, and £200 which I borrowed, I started. Business prospered and in 1866 I secured a lease in Holloway Road at a rent of £110 per year.

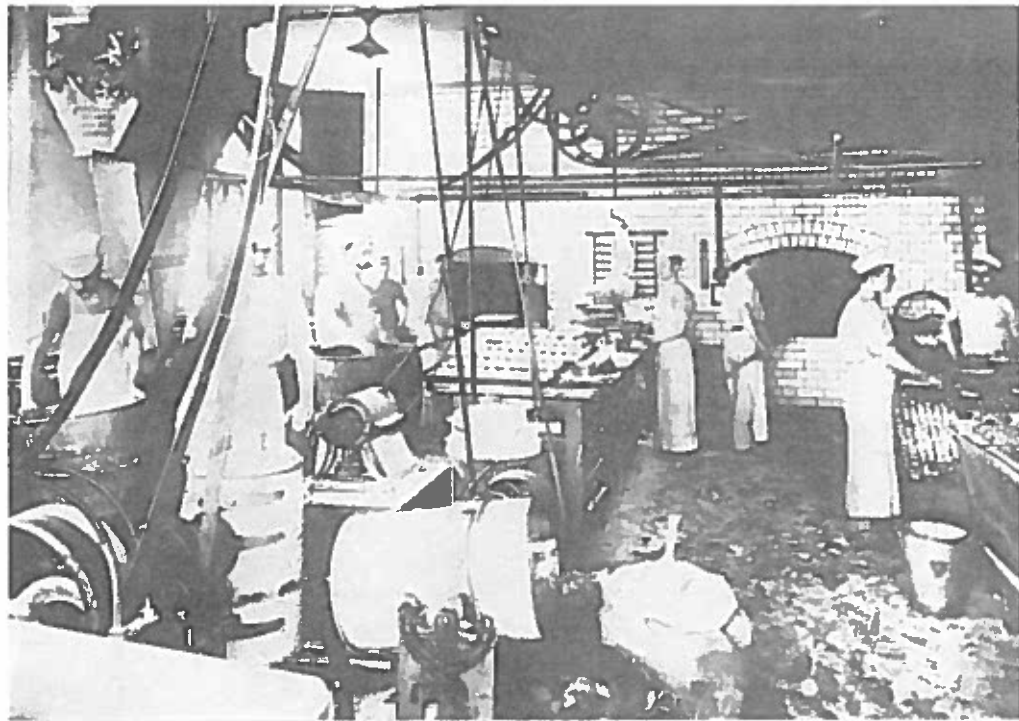
The present premises in Holloway were erected in 1889. We undertake any kind of catering of a high-class character and have all the conveniences and resources of a first class hotel except the sleeping apartments. We make deliveries to 2,000 families a day and that wants some doing.

It keeps fifteen horses and vans engaged, and nine men. There are besides, fifteen horses and ten vans for the catering department."

*William Beale was the grandfather of the present joint Managing Directors.*



The electric lighting of the banqueting hall is superb and here once more do we find the efficacy of the new popular light, as on the occasion of Dances the atmosphere is kept pure and cool, contributing greatly to the pleasure of the dancers. This room may be engaged for almost all kinds of festive purposes of a private nature such as Balls, Cinderellas, Bicycling Dinners, Concerts, Soirees etc., etc. Talented musicians can be supplied.



The bakery premises are fitted with the most modern appliances connected with the manufacture of bread and cakes, and entirely driven by electrical power. The sanitary arrangements of our bakery are pronounced by the Chief Inspector of Bakehouses to be perfect; this is a very important item to heads of families as it ensures their bread and cakes being baked in a thorough clean and wholesome place and well ventilated.

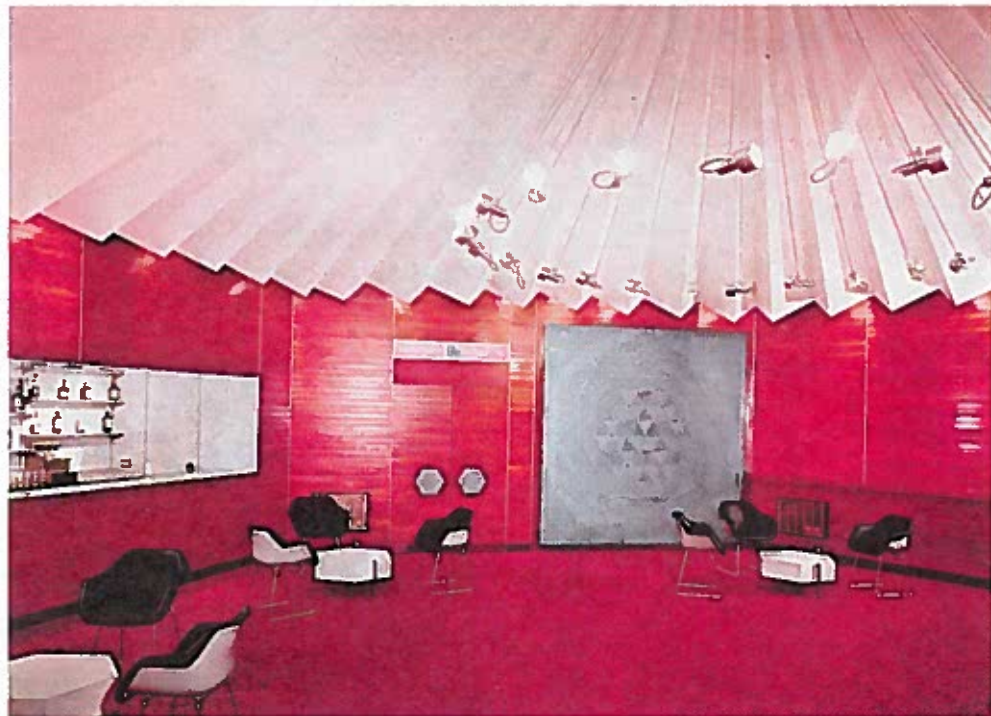


### **HATFIELD LODGE HOTEL**

This attractive photograph gives an impression of some of the accommodation on the ground floor of the hotel. The main corridor, with its modern decor, luxurious carpets and lighting, gives an atmosphere of restful comfort.

On the right of this photograph are the entrances to the cloakrooms and Ladies Powder Room, which have recently been rebuilt and superbly appointed.

Nothing has been spared to make this hotel a delightful rendezvous with every possible comfort for holding private and club parties.



## HATFIELD LODGE HOTEL

Dramatic colours—sensational design—this is the Hexagon Room where things go with a swing. No one is ever left in a corner—there aren't any corners! The Hexagon *guarantees* a happy party.



## HATFIELD LODGE HOTEL

A conference — an exhibition — a lecture — a study course — a political meeting — a shareholders' meeting — a prize giving — these are some of the occasions when the Hexagon Room at Hatfield Lodge Hotel is the perfect setting. Nowhere quite as comfortable — nowhere quite as welcoming. Before and after the meeting, the lounges and ballroom are available for drinks and the sort of meal that makes the occasion worth coming to.





## HATFIELD LODGE HOTEL

Visitors to the hotel have all commented on the magnificent motif which is set on the wall of the Ballroom. This has been specially designed for us and depicts the sea and sky. This photograph gives an indication of the delightful effect which is achieved by this design when the Ballroom is prepared for a banquet or wedding party.

In other parts of the hotel particular attention has been paid to the artistic decor which includes a number of very rare and valuable prints depicting old Hatfield and the county of Hertfordshire.



### **HATFIELD LODGE HOTEL**

**BANQUETING**—This photograph gives an idea of the banqueting facilities at HATFIELD LODGE HOTEL. The Ballroom has been completely reconstructed and refurnished in the most modern style. Elaborate air conditioning arrangements have been installed in the ceiling, and the magnificent Ballroom floor is one of the attractions of this room. The newly built cloakroom accommodation is most luxurious and there is an attractive Ballroom bar adjoining the large hall. The kitchens have been reconstructed and modern plant installed. A particular care is taken to ensure a high standard of hygiene and our kitchens are open to inspection at any time without appointment.

Parties of up to 150 can be accommodated. The room is particularly suitable for business conferences or exhibitions.



## HATFIELD LODGE HOTEL

HATFIELD LODGE HOTEL is situated on that part of the A.1 trunk road known as the Barnet By-Pass. Coming from London it is some 50 yards past the Comet roundabout, where the A.1 road is crossed by the A.414 road.

From the north, HATFIELD LODGE is on the right side of the road about half a mile past the main entrance to the Hawker Siddeley aircraft factory.

There is ample car parking accommodation at the front and the rear of the hotel, and the thirty-five bedrooms are all well appointed, centrally heated, and some with private bathrooms. There is a comfortable lounge and cocktail bar, and a hall-room in which dinner dances for up to 150 persons may be held.

Good Entrance, Bovay St

London N1

Medals  
21 Gold & Silver

AWARDED

THE COMMERCE

EXHIBITION

IN REPLY  
PLEASE QUOTE  
No

4/10/15



# Bealle's Ltd

HIGH CLASS

## Food Purveyors & Caterers

## Cooks & Confectioners

### ASSEMBLY ROOMS AND RESTAURANT

### WINE & SPIRIT MERCHANTS.

BRIDE CAKES. A la carte

MUSICIANS.

Bakery Grocery. Provisions. Meat. Charcuterie. Poultry. Fruit. Hire ENTERTAINMENTS.

TERMS. STRICTLY CASH

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