



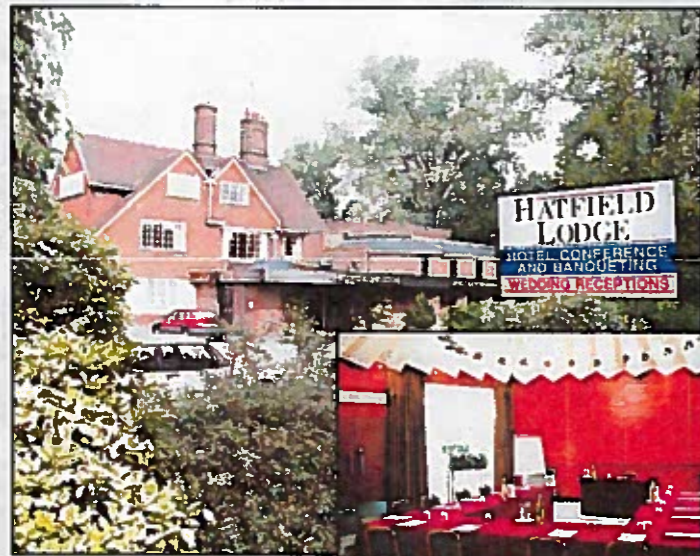
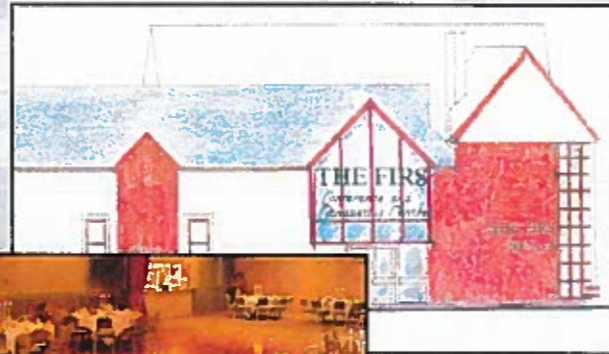
THE BEALE'S GROUP

"My task is to take this family company with its long traditions and high reputation and equip it for its second century. To this end, we are carrying out major expenditure both in comfort for our customers, technology behind the scenes and staff training to ensure that The Beale's Group leads the field for many more years to come."

Grevile Bridge, Managing Director.

The Firs Conference & Banqueting Centre,

890 Green Lanes, Winchmore Hill, N21 (tel. 0181-360 6788 fax 364 2446) is one of the busiest centres in North London for luncheon and dinner parties, ladies' nights, weddings and conferences. An experienced management team ensure professional, unobtrusive service. The Firs has its own large car park. This year a major refurbishment has taken place.



Hatfield Lodge Hotel,

Comet Way, Hatfield, Herts (tel. 01707 272661 fax 256282) caters for many parties for golf clubs, cricket clubs, chambers of commerce etc. Companies hold their conferences, staff parties and exhibitions there, and it is a popular wedding venue. On the bedroom side, guests can count on a friendly welcome, affordable rates, easy parking and a central location opposite the Galleria shopping and entertainment centre.

West Lodge Park Hotel & Restaurant,

Cockfosters Road, Hatley Wood, Herts. (tel. 0181 440 8311 fax 449 3698) enjoys a superb setting of 35 acres of parkland. It offers its guests an award-winning restaurant, very comfortable country house bedrooms, a light menu in the lounges and well-appointed private rooms for parties, weddings and conferences.



21 Gold & Silver
Medals

1895
to
1995

BEALE'S LTD
HIGH CLASS
Food Purveyors & Caterers,
COOKS & CONFECTIONERS
ASSEMBLY ROOMS AND RESTAURANT
WINE & SPIRIT MERCHANTS
Bakery, Grocery, Provisions, Meat, Charcuterie, Poultry, Fruit, Hire, ENTERTAINMENTS

1995 MARKS THE CENTENARY OF BEALE'S LTD - THE LEADING HOTEL AND CATERING COMPANY IN NORTH LONDON AND HERTFORDSHIRE, WHICH HAS PASSED FROM FATHER TO SON IN UNBROKEN SUCCESSION FOR A CENTURY.



Beale's Restaurant and Bakery in Holloway Road, London, N.7., the headquarters of the firm for 80 years



WILLIAM BEALE
(1838-1904)

William Beale learned the trade of a baker from his uncle Edward in Islington. Starting with a small shop in Highgate Hill and one horse and cart, he worked hard to develop both the bakery and catering side, and built the imposing Gothic style restaurant, bakery, banqueting rooms and food store in Holloway which was the headquarters of the company for 80 years.



THOMAS BEALE
(1866-1956)

Thomas Beale continued to run the Holloway business with his brothers William and Archie. He was a skilled craftsman, training at the Jockey Club in Paris where Marcel Proust was a member, and winning many confectionery competition awards.



EDWARD BEALE
(b. 1904)

Edward Beale took over in 1934 with his brother John at a time of depression, and streamlined the business, developing the hotel and catering side. He was responsible for the acquisition of West Lodge Park Hotel in 1945, the Firs in 1960 and Hatfield Lodge Hotel in 1964, and masterminded the Beale Arboretum at West Lodge Park.



JOHN BEALE
(b. 1907)

John Beale controlled the financial side of the firm and built up the bakery side, making it the largest independent bakery in North London, with 12 shops and a substantial warehousing business. The bakery closed in 1969 following a policy decision to move out of inner London and concentrate on the hotel and catering side.



TREVOR BEALE
(b. 1934)

Trevor Beale became managing director in 1971. Under his leadership, West Lodge Park Hotel was doubled in size, and rose to four star level, and major improvements were carried out at the Firs and Hatfield Lodge Hotel, where the Buckland conference and banqueting suite was built in 1980. He has now handed over as managing director to Greville Bridge but remains chairman of the company.



ANDREW BEALE
(b. 1963)

Andrew Beale joined the company in 1992 after training at the Swiss Hotel School, Lausanne, and working in hotels in Canada, New Zealand, Switzerland and the U.K. He is currently General Manager of West Lodge Park, which has gained several independent hotel and restaurant awards under his management.

50 Years at West Lodge Park

1995 is a double celebration for the company. As well as being the centenary of Beale's Limited, it is 50 years since Edward and John Beale bought West Lodge Park, then a quiet unlicensed hotel largely occupied by permanent residents. Since that time, the standards of comfort, food and service at the hotel have risen dramatically, and the setting of the hotel has been enhanced by the planting of The Beale Arboretum, a collection of over 500 varieties of trees and shrubs.



A Masonic Lodge Ladies' Night at Beale's Restaurant, Holloway, at the turn of the century.



A specimen Wedding Reception for £25.
Any of these items can, of course, be altered to suit individual requirements, or can be ordered separately.

1.	25 Printed Folder Invitation Cards and Envelopes	£0 15 0
2.	Bride's Bouquet	1 1 0
3.	Two Bridesmaids' Bouquets	12 cash 1 4 0
4.	Three Gentlemen's Buttonholes	0 3 0
5.	Hire of Daimler Landulette for Bride	1 3 0
6.	Three Photographs of Bride and Bridegroom	1 1 0
7.	50 Place Cards	1 6 doz. 0 3 0
8.	2 boxes Midges Wedding Crackers	0 4 0
9.	Reception Refreshments for 50 persons, including use of Rooms and Piano, and attendance of Waiters	10 10 0
10.	Two-tier Wedding Cake with top Ornament	5 3 0
11.	6 bottles De Cote Champagne	7 14 0
12.	1 bottle Whisky and syphons of Soda	0 12 0
13.	1 box of 10 Petit Coronas Cigars	0 6 0
14.	1 box of 50 Cigarettes	0 2 6
15.	Rose Petal Confetti	0 1 0
16.	Hire of Daimler to Station	0 15 0
17.	2 doz. Wedding Cake Boxes	0 5 0
18.	25 Printed Complimentary Cards and Envelopes	0 12 0
		£25 0 0



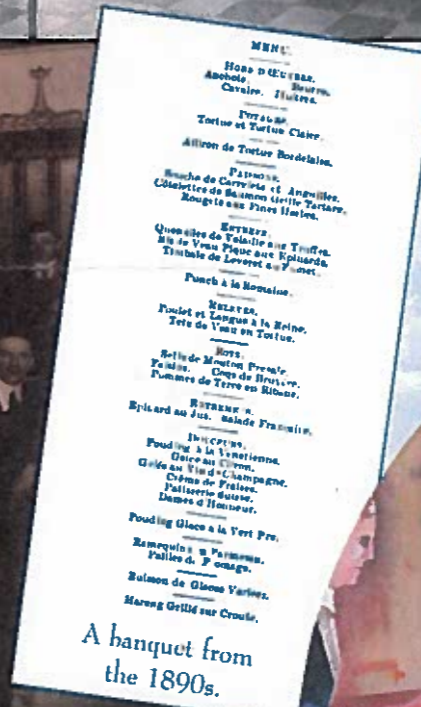
Beale's had 12 bakery shops. This shows the Holloway shop, the busiest in North London in 1964. The loaves of bread were served direct from the

Before 1895

Although Beale's Ltd. was only incorporated in 1895, the origins of the firm go back a century and a quarter before that. The first John Beale came to London from Thetford, Hertfordshire, and opened a baker's shop in Oxford Street in 1769. Another John Beale opened a baker's shop in nearby Wigmore Street in 1802, where he was joined by Edward, his nephew. Edward then started his own business in Islington in 1829, and later took as his apprentice his nephew William Beale, the founder of Beale's Ltd.



The cafe at Holloway in the 1940s. The price of a three course lunch was 1/6 (7.5p) in 1938 and had only risen to 2/= (10p) by 1952. One wartime menu states: "At the request of the Ministry of Food we are reducing the portions of potatoes served".



A banquet from the 1890s.



A catalogue from the 1920s of a vast range of groceries, meats, wines, cakes and bread which were delivered daily by motor and horse vans throughout North London.

CATERING FOR REFINED TASTES.

The Beale Family