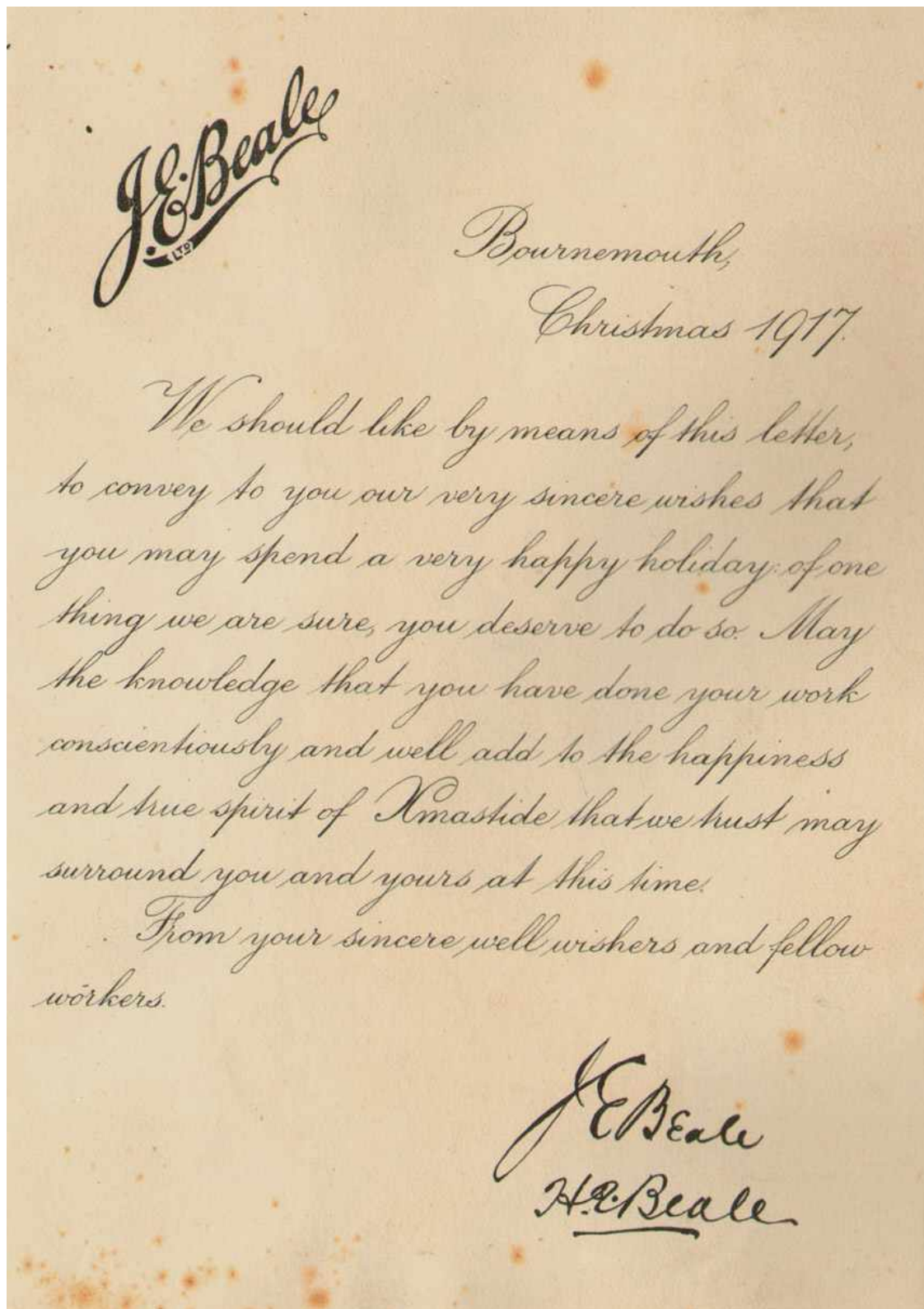


Beales - Christmas 'greetings' from over the years....



1917 - Rather formal and - understandably - no mention of the continuing war



J. E. Beale
1877



Bour. remouth,

Christmas, 1919.

Christmastime again and nothing to mar the spirit of it this year! For even last year was hardly like Christmas. Peace had not been signed and although the fire of war had been put out the skies were still menacing. However, it is all over now and we can rejoice again and be glad. And so the Directors personally wish you a Merrie Christmas - one full of happiness and good will - one of the old kind!

It has been a great pleasure to watch the return during the last twelve months of those members of the Staff who have been absent on Active Service. Once more we are like the re-united family full of reminiscence and anecdote and of the spirit of comradeship. And so forgetting the trying times behind us all let us look to the dawn; the day breaks and all the future is ours.

It is the sincere wish of the Directors that this Christmastime may have nothing but happiness in store for you and that the New Year may bring to you and yours a heart's content and each day its token of joys that will enable you to travel hopefully throughout the year.

J. E. Beale H. E. Beale

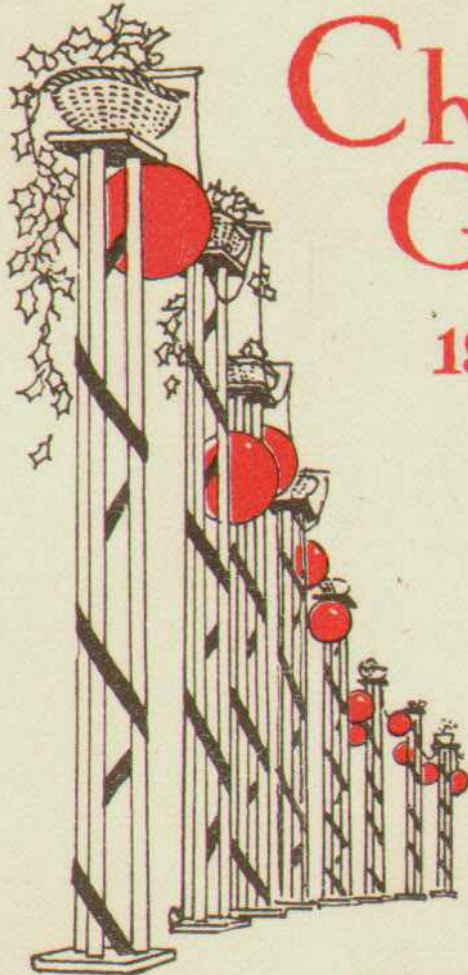
J. B. Beale C. E. Beale

1919 - The Great War was over....looking forward to better times



Christmas Greeting

1920



J. E. Beale
LTD

OKEYS
BEALE & SONS LTD



By 1920 Beales had taken over Okeys, the drapers in Commercial Road, which went on to become 'Bealesons'.

Mr Okey, a great friend of John Elmes Beale, had given up the business following the loss of 3 of his 4 sons during the Great War....



In sending their
heartiest Christmas
Greetings and best
wishes for the New Year
the **D**irectors wish to
thank you personally
for all your efforts
during this strenuous
month ~ ~ ~

J. E. Beale
J. W. Beale
H. E. Beale
H. F. Beale
E. E. Beale

Christmas 1922

OKEYS
LIMITED

By 1924 J.E.Beale's own sons are clearly becoming more prominent....



By 1944 Beales had built - and lost - a fine multi-storey Art Deco store. Less than 10 years old, the store was destroyed by fire in May 1943, following an air raid. Among the illustrations of wartime paraphernalia, we can see 'plans' and a set square. Clearly already looking forward to better times ahead.....again!