

# beecroft & bull

Dress Better Than You Have To

Dear Friends,

Beecroft & Bull turned 50 this past September. **Fifty!**

How do you encapsulate a half century's worth of history in an introduction without sounding trite or resorting to clichés about the "journey" or "the long, strange trip," which it has been? Given that the Beecroft family is anything but normal, and given our unique path from point A to point B (which can't be traced to any business guide), there is no danger of that.

Acknowledgments? Too many to count, too numerous to name. We could start with loyal customers and long-time employees.

None of this would have existed (including my brother Bryan and me) had it not been for a conversation over a beer at "Kitchins' Kitchen" in Virginia Beach. Moss Beecroft was talked out of law school and into opening a small store near the campus of Florida State University in 1956. It was there that Dick Sweetman (who stills manages our store in Newport News) introduced him to Frances Carey, a beautiful Pi Phi from Jacksonville who counted Burt "Buddy" Reynolds among her list of friends and bridge partners.

Marriage quickly followed... thus abruptly ending her card games with Buddy. As my father's business partnership went south, he and his new bride decided to head back north to Virginia. Before their departure, my mother helped raise money for the move by hand delivering sale flyers to all the fraternities and sororities on the FSU campus while seven months pregnant with my brother. Bryan and Beecroft & Bull were born 15 days apart in 1958. How's that for a start.

Our 50th Anniversary has brought forth a kaleidoscope of memories and emotions. The word that best sums up our feelings about reaching this milestone is "humbled." To have Beecroft & Bull mentioned among the best stores in the country surpasses any dream that Moss and Frances Beecroft had when they opened their first little store on Warwick Blvd. in Newport News.

We have been fortunate to work with a dedicated cast of men and women who have been stewards of our vision, who have kept our machine running and built relationships with some wonderful people across the state and beyond. Being given the opportunity to serve generations of customers is something we have never taken for granted, and never will.

To our customers, you mean the world to us. Beecroft & Bull is as much your store as it is ours. In our constant effort to improve, your feedback and suggestions are not only welcomed, they are encouraged. Lastly, thank you for literally "buying" into our dream and vision. As part of our extended family, we wish you all the very best this holiday season and look forward to seeing you soon.

Yours truly,

  
Craig Beecroft  
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