

JERSEY



PAST and PRESENT

FIRST AND SECOND SERIES OF COLOURED VIEWS ISSUED BY
THE JERSEY TOBACCO COMPANY LIMITED
MANUFACTURERS OF CHING & CO'S FAMOUS CIGARETTES

JERSEY — PAST and PRESENT

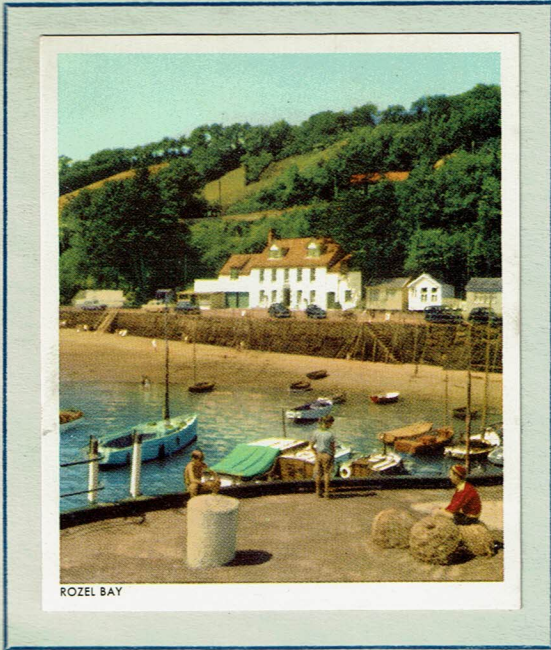
These delightful series of photographs each comprising twenty-four Landscape Views around and about the beautiful Holiday Island of Jersey, strikingly depict not only the pleasing attractiveness of the Island as it is today but afford a fascinating comparison with Jersey about 100 years ago so charmingly portrayed in a number of characteristically colourful etchings of this bygone era.

Placed in their appropriate positions these excellent reproductions, each embodying a full description of the view shown, combine to present a handsome album of undeniable charm and historic interest.

A collector's gem, these refreshing views are to be found packed with Jersey's own favourite brands of cigarettes—Ching & Co's "SILK CUT" Selected Virginia and Ching & Co's "FILTER TIPPED."

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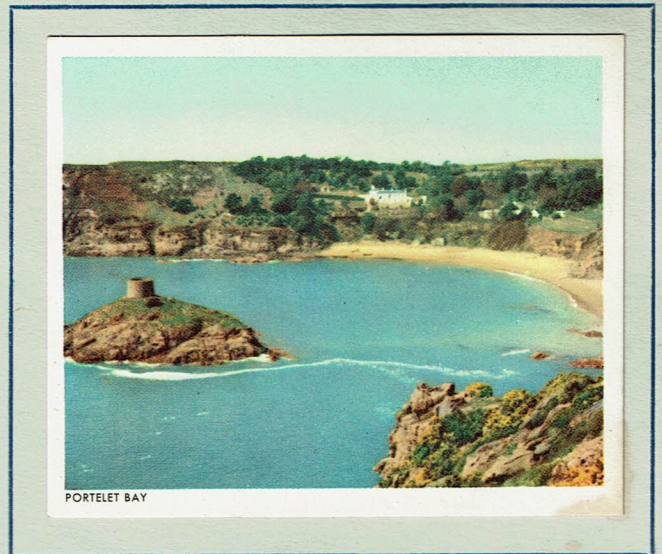


ROZEL BAY

ROZEL BAY and HARBOUR

No. 1

The descent to this quiet and lovely spot on the north eastern corner of Jersey is beautifully wooded with almost tropical vegetation. The remains of oyster beds are to be seen here, and the stone jetty providing shelter for a small fleet of pleasure and fishing boats adds charm and interest to a very picturesque scene.

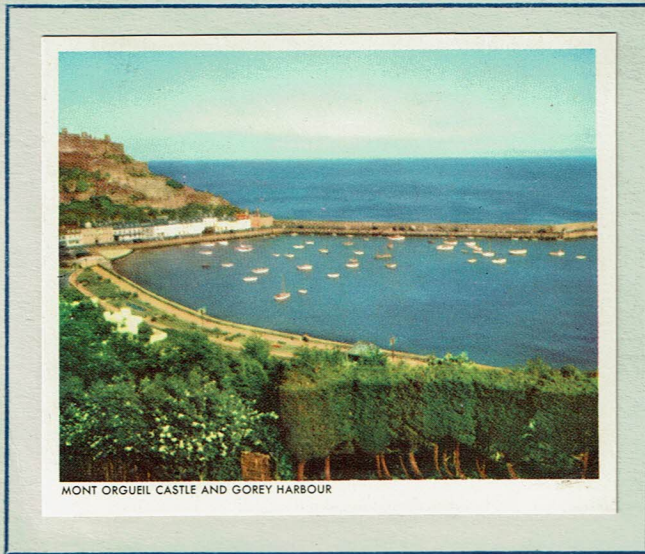


PORTELET BAY

PORTELET BAY

No. 2

One of the main beauty spots of the Island, Portelet Bay (the little harbour is situated on the southern coast between St. Aubin and St. Brelade, and is one of Jersey's most frequented bays. In the middle of this lovely bay is an islet known as the Ile au Guerdain. Here, Philippe Janvrin, the Captain and last surviving member of a plague-stricken ship, ordered to remain in quarantine off-shore, died and was buried in 1721 in sight of his own home. His body was afterwards re-interred in St. Brelade's Cemetery.

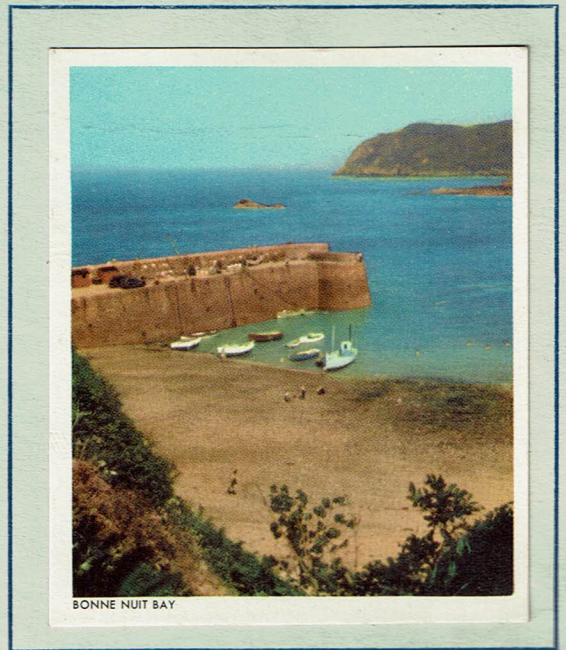


MONT ORGUEIL CASTLE AND GOREY HARBOUR

MONT ORGUEIL CASTLE and GOREY HARBOUR

No. 3

Constructed in the 10th Century Mont Orgueil Castle has remained practically unaltered over the Centuries. Commenced by the Dukes of Normandy and completed many years later by the Kings of England, the Castle commands the east coast of Jersey. It was unsuccessfully besieged by the French in 1374, but was captured by them in 1460 and held for six years. Below its impressive Battlements shelters the village of Gorey with its interesting and picturesque harbour.

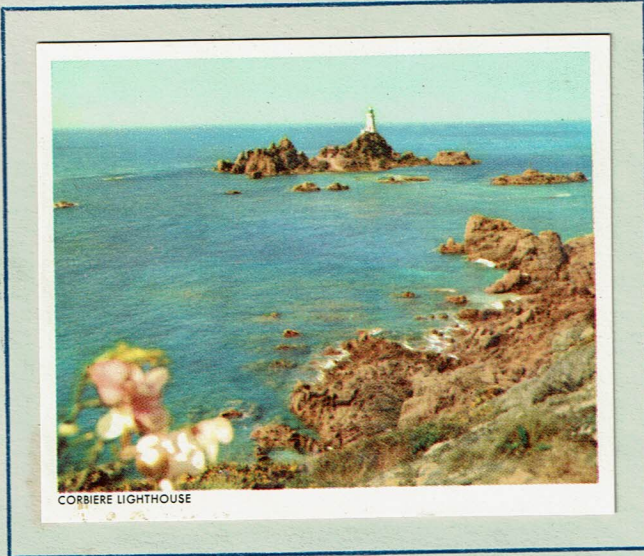


BONNE NUIT BAY

BONNE NUIT BAY and HARBOUR

No. 4

One of the gems of Jersey's northern coast, this very pleasant haven, surrounded by hills rising to 400 feet has preserved its natural charm undiminished throughout the years. Once a rendez-vous for smugglers, it is now a favourite anchorage for local yachtsmen and lobster fishermen. The stone jetty was built in 1872.

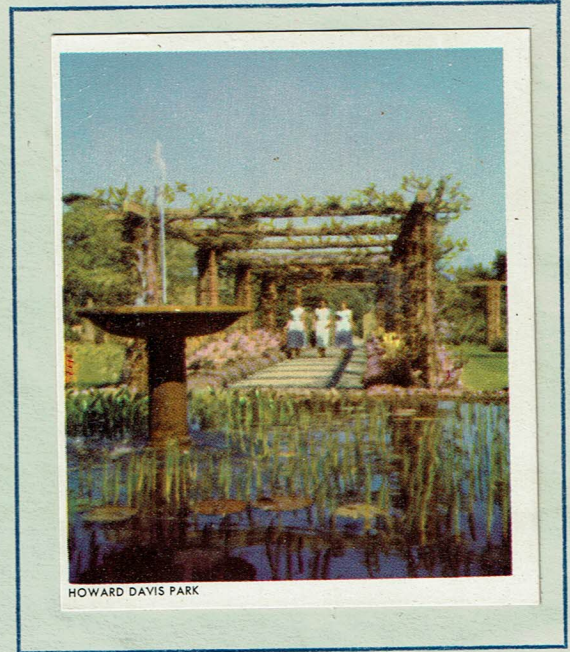


CORBIERE LIGHTHOUSE

CORBIERE LIGHTHOUSE

No. 5

This is an excellent picture of Corbiere taken under the happiest weather conditions. The Lighthouse, completed in 1874, stands on a dangerous reef of rocks which extends well seaward off the S.W. corner of Jersey. It is connected with the Island by a causeway which is exposed at half tide. The swirl of seas around these rocks is highly dangerous. Automatic fog signals are installed and the light is visible in clear weather at a distance of 17 miles.



HOWARD DAVIS PARK

HOWARD DAVIS PARK

No. 6

This delightful Park situated on the outskirts of the Town of St. Helier was given to his native Island by the late Mr. T. B. Davis in memory of his younger son, Howard Leopold Davis, who was killed in the First World War. Our picture shows a portion of the lovely Rose Garden, an ideal retreat for those seeking a few hours restful relaxation.



JERSEY AIRPORT

JERSEY AIRPORT

No. 7

The first aircraft services to and from Jersey landed on and took off from West Park Beach when the tide suited. In 1937 the present airport at St. Peter's was opened by the States of Jersey, and is now one of the busiest airports in the United Kingdom, dealing with over half a million passengers per annum. Further extensions to the runway are to be undertaken.



ST. BRELADE'S BAY

ST. BRELADE'S BAY

No. 8

St. Brelade's Bay has everything to offer the Visitor. Long sheltered stretches of golden sandy beach facing south, protected on the north by well wooded high ground and with rock and cliff formations on the eastern and western sides. Its remoteness in the early Nineteenth Century made it a most convenient spot for smugglers.

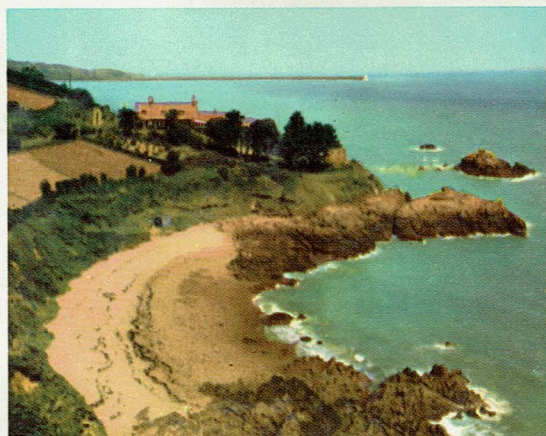


WEST PARK PAVILION

WEST PARK PAVILION

No. 9

Thousands of Visitors to Jersey will take away with them pleasant memories of happy hours spent in dancing at this really first class Ballroom. Situated so delightfully near the sea, it overlooks the splendid bay of St. Aubin with the historical Elizabeth Castle in the background.

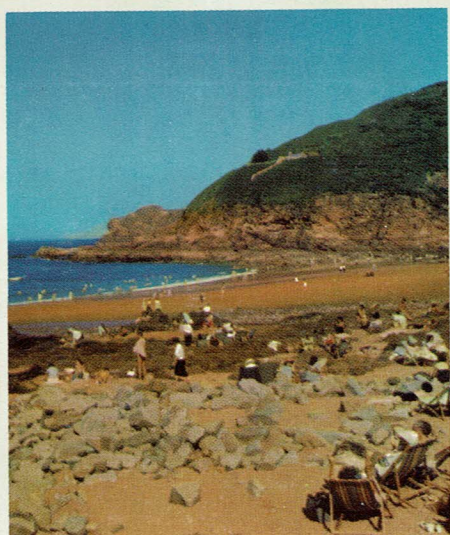


PETIT PORTELET, GOREY

PETIT PORTELET, GOREY

No. 10

This is a delightfully secluded little bay situated on the eastern coast of the Island below the historic Mont Orgueil Castle. In the distance can be seen the half-mile long St. Catherine's Breakwater, completed by the British Government in 1855 after eight years' work, at a cost of £250,000, as a reply to the French naval ports on the adjacent French Coast. Intended to be the northern arm of a great harbour refuge it was later abandoned. The coast of France is only 15 miles distant from this spot and is easily discernible on a clear day.

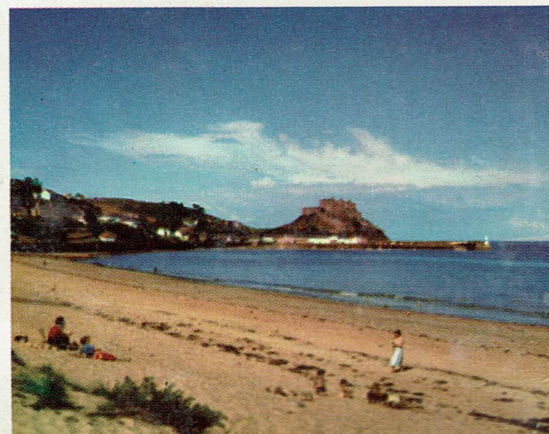


GREVE-DE-LECQ

GREVE-DE-LECQ

No. 11

This delightful cove on the Island's northern shore is a great attraction to Visitors. Bounded by steep grassy cliffs on both sides there is a deep wooded valley running well inland. The grève, or sandy beach, provides excellent bathing in deep water and is much favoured by holiday-makers. The surrounding rocks and sand dunes are favourite spots for picnic parties.



GROUVILLE BAY and MONT ORGUEIL CASTLE

GROUVILLE BAY and MONT ORGUEIL CASTLE

No. 12

This excellent view of part of the Royal Bay of Grouville, with Mont Orgueil Castle and the little harbour of Gorey forming its northern arm, will remain in the memory of the thousands of Visitors to Jersey who have spent happy hours on this fine stretch of beach, from which the French Coast of the Cherbourg Peninsular is clearly visible.



*Rozel Bay
from the Sea*

ROZEL BAY (from the sea) (About 100 years ago) **No. 13**
 This historical picture of Rozel about 100 years ago will assist one to imagine the comparative peace and quiet of life in Jersey in those far off days. There is an interesting dolmen on the headland known as Le Couperon which forms the eastern point of this quiet and delightful haven.



Bouley Bay Jersey

BOULEY BAY (About 100 years ago) **No. 14**
 With deep water close to the shore, Bouley Bay has always furnished a safe harbour and good anchorage. It was here that a French military expedition succeeded in landing in 1549, but after some fierce fighting it was beaten off by the local Militia. The building shown at the foot of the hill in this picture of the past is today the site of a first class Hotel offering Visitors all the amenities and comforts of a modern holiday.



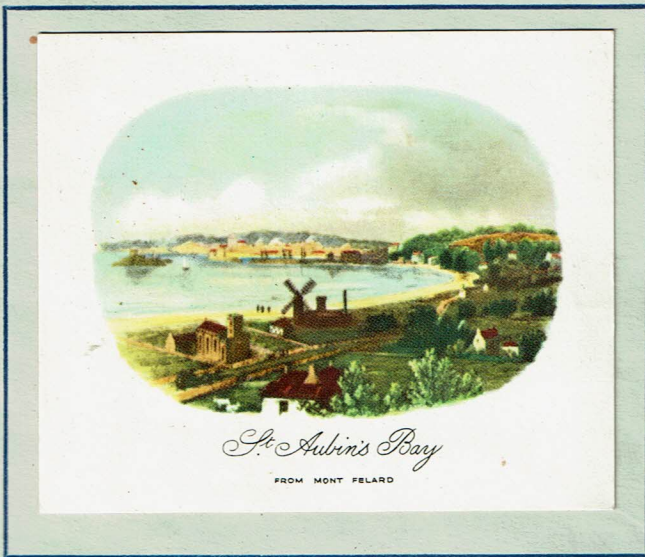
Mount Orgueil Castle Jersey

MONT ORGUEIL CASTLE (About 100 years ago) **No. 15**
 This historical fortress received its name Mont Orgueil (Mount Pride) after withstanding a siege in 1374 by strong French Forces under the command of the renowned Bertrand Du Guesclin. Today, it houses a small but interesting museum and is well worth a visit.

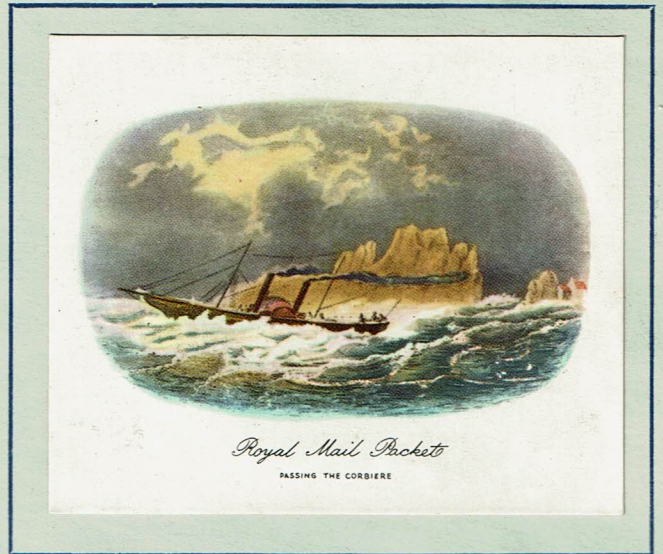


Bonne Nuit Bay Jersey

BONNE NUIT BAY (About 100 years ago) **No. 16**
 Today, one of the most visited spots in Jersey, Bonne Nuit Bay still preserves much of its charm of bygone years. The cliff scenery near here is excellent, and can best be seen from the North Marine Drive which runs from Fremont Point on the western headland of Bonne Nuit Bay to Ronez. This splendid cliff road was built by the Jersey States during the German Occupation of the Island to provide employment for local labour which would otherwise have been forced to work for the German occupying forces.



ST. AUBIN'S BAY (from Mont Felard) (About 100 years ago) No. 17
This fine expanse of sandy beach stretching from St. Helier to the ancient town of St. Aubin, was the scene of much traffic in bygone years when most of the merchandise coming to the Island was landed at the small port of St. Aubin, and had to be transported to the town across the beach at low tide before harbour facilities became available in St. Helier. The Windmill and Martello Tower shown have now disappeared, but seen in the foreground is St. Matthew's Church, now much visited for its beautifully decorated interior of Lalique glass.



ROYAL MAIL PACKET (Passing the Corbiere) (About 100 years ago) No. 18
Present day travellers and visitors to Jersey using the rapid air services must find it difficult to appreciate the rigours of sea travel in the days when the scene depicted was quite normal during the winter months. Even on the present day well appointed Cross Channel steamers rough seas off the Corbiere can be decidedly unpleasant to passengers.



PORTELET BAY (About 100 years ago) No. 19
Still as lovely and picturesque as it was when the artist made the drawing reproduced, Portelet Bay is an excellent place for an ideal day's picnic, providing good bathing, sandy beach and pleasant rambles among the surrounding rock formations.



GREVE-DE-LECQ (About 100 years ago) No. 20
Grève-de-Lecq Bay lies partly in two of Jersey's twelve parishes—St. Mary and St. Ouen. On the high ground on the eastern or St. Mary's side of the bay is an ancient fortification, a natural mound of some 270 feet in height, known as Castel de Lecq. An interesting cave or tunnel penetrates the eastern headland, emerging into a small inlet on the other side of the hill. Seaward about 4 miles are the dangerous Paternoster rocks formerly named Les Pierres de Lecq.



St. Brelade's Church Jersey

ST. BRELADE'S CHURCH (About 100 years ago) No. 21
 Reputed to be the oldest Church on the Island, dating back to 1111, it is probably the most pleasantly situated. Built on the sea shore, its churchyard walls are washed by the sea at high water. The nearby Fisherman's Chapel which dates back to early Norman times should certainly be visited. In the present day churchyard are the graves of 6 German prisoners of the First World War, and over 200 German soldiers who died during the German Occupation of Jersey in the Second World War are also buried there.



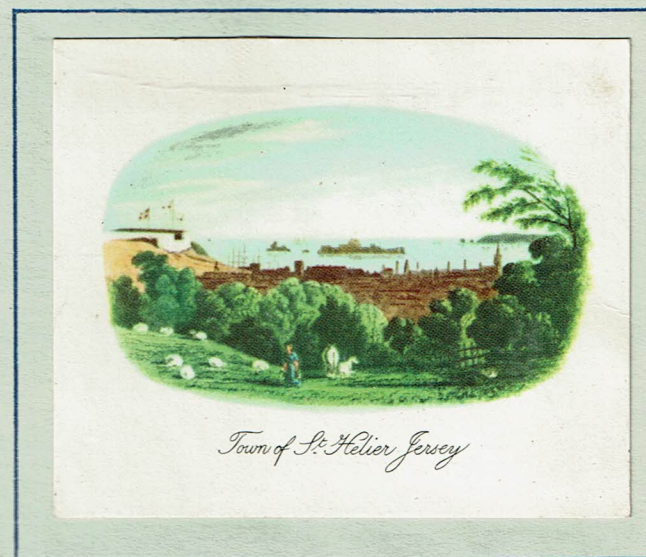
Royal Square Jersey

ROYAL SQUARE (About 100 years ago) No. 22
 Originally the Market Place, the Market Cross used to stand on the site now occupied by the gilt statue of George II which was erected in 1751. Nearby was the Cage, a kind of temporary Police Station where prisoners awaited their turn to be tried by the Court. This was the scene of the Battle of Jersey when the Island was invaded by the French on the 6th January 1781.



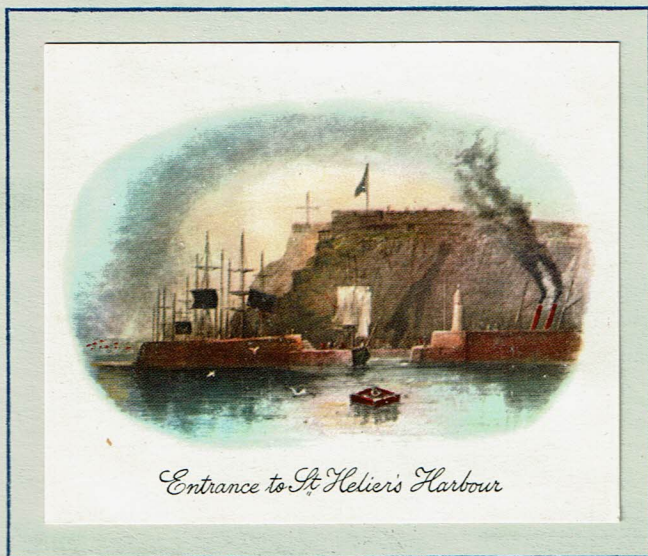
Elizabeth Castle Jersey

ELIZABETH CASTLE (About 100 years ago) No. 23
 Commenced in 1551 on the rocky islet L'Islet, this ancient fortress, re-planned by Paul Ivy, the Queen's Engineer, when he visited Jersey in 1594 was only completed about the middle of the Seventeenth Century. Here, in 1651, the Royalists under Sir Philip de Carteret held the Parliamentary Forces at bay until, during the bombardment of the Castle from the Town Hill (now Fort Regent), a shot struck and blew up the ancient Abbey Church which had been converted into a powder magazine.



Town of St. Helier Jersey

TOWN OF ST. HELIER (About 100 years ago) No. 24
 Not many old buildings of historical value remain in the Town of St. Helier, most having disappeared in the interest of progress, but this reproduction of a drawing made long ago will give some idea of life in Jersey during the second half of the Nineteenth Century, and the growth of the Town to its present day size with a resident population of over 25,000 out of an Island population of 60,000.



Entrance to St. Helier's Harbour

ENTRANCE TO ST. HELIER'S HARBOUR (About 100 years ago) No. 1

This very interesting drawing reproduction portrays a very different scene from the busy present day appearance of St. Helier Harbour and its surroundings. The Victoria Pier on the right, and the Albert Pier on the left were so-named in honour of Her Majesty Queen Victoria and the Prince Consort, who first visited the Island in 1846. A considerable Codfish trade with Newfoundland was carried out by the Jersey owned sailing vessels shown in this drawing.



Vinchelez de Bas, St. Ouen

VINCHELEZ DE BAS, ST. OUEN (About 100 years ago) No. 2

Situated in one of the loveliest lanes in the Western Parishes of the Island through which, it would be safe to say, every visitor to the Island passes during his stay. The interesting Granite archway entrance to the grounds of Vinchelez de Bas depicted in this old print reproduction still exists, and is one of the attractive features of this very pleasant Jersey lane.



Victoria College

VICTORIA COLLEGE (About 100 years ago) No. 3

Situated in delightful surroundings and constructed of Jersey Granite with, originally, ornamented courses of Caen Stone, Victoria College was opened in 1852 to commemorate the visit of Queen Victoria and the Prince Consort in 1846. Throughout its history this splendid College has enjoyed the Royal favour. In 1856 the Queen's Exhibition and Gold Medals were first awarded. The year 1921 witnessed the visit of King George V and Queen Mary, and in 1935 King Edward VIII, then Prince of Wales, opened the Howard Hall. For the Centenary Celebration in 1952 the College was favoured by a visit from the Duke and Duchess of Gloucester, and in July 1957 the College had the honour of receiving Her Majesty Queen Elizabeth II and His Royal Highness the Prince Philip, Duke of Edinburgh.



Albert Pier

ALBERT PIER (About 100 years ago) No. 4

Contrast the peaceful scene drawn by the artist with the hurry and bustle of the present day during the height of Jersey's visitor season. Named after the Prince Consort this northern arm of St. Helier's Harbour was completed in 1853.



Old Farm House

OLD FARM HOUSE (About 100 years ago)

No. 5

One of the pleasant features of the Jersey scene is the attractive Farm Houses constructed in Jersey Granite with walls of immense thickness, a typical example of which is shown by the artist in the drawing reproduced here. Many of these old Farm Houses have been sold in recent years and, after being equipped with modern sanitation and heating installations, make very delightful residences.



Vraicking Season, Le Hocq, St. Clement

VRAICKING SEASON—LE HOCQ, ST. CLEMENT (About 100 years ago) No. 6

Still a typical Jersey scene at certain times of the year, but with the horse-drawn farm carts now replaced by modern motor lorries and tractors equipped with hydraulic fork lift apparatus. Vraic is used extensively in Jersey as a very useful fertiliser, particularly on light soils.

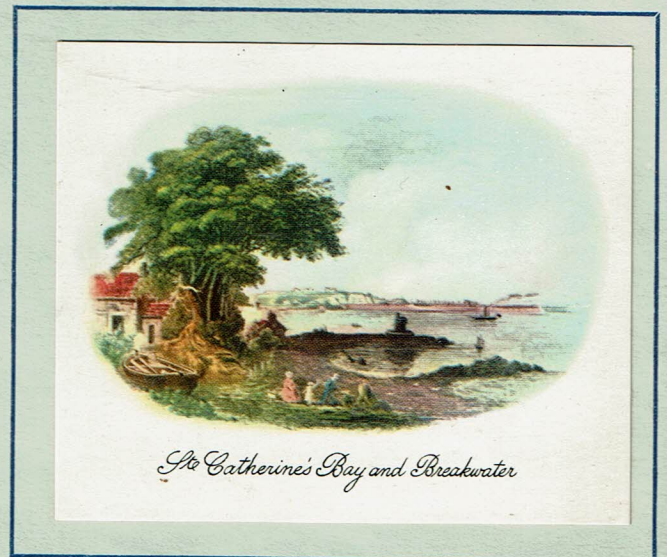


Ruins of Grosnez Castle

RUINS OF GROSNEZ CASTLE (About 100 years ago)

No. 7

The delightful scene depicted by the artist can, to a great extent, still be enjoyed today on this largely unspoiled North-Western corner of the Island. On a clear day the splendid view of the adjacent Islands of Guernsey, Sark, Herm and Jethou in the distance should be seen by all Visitors to Jersey. The ground surrounding the Castle ruins is common land abounding in gorse and heather which present a lovely sight when in bloom.



St. Catherine's Bay and Breakwater

ST. CATHERINE'S BAY & BREAKWATER (About 100 years ago) No. 8

This lovely bay on Jersey's East coast was, at one time, intended to become a great harbour refuge capable of providing shelter for the British fleet. The Northern arm of this harbour, shown in the artist's drawing, was completed in 1855 at a cost of £250,000. Work on the proposed Southern arm extending from the present Archirondel Tower did not proceed, and the whole project was finally abandoned. Magnificent sea views of the coast of France, 15 miles distant, can be seen from Verclut Point, the great rock formation overlooking the half mile breakwater.



Fort Regent
From ELIZABETH CASTLE

FORT REGENT (from Elizabeth Castle) (About 100 years ago) No. 9

This bygone scene will interest the many thousands of Visitors to Jersey who visit Elizabeth Castle. The hill on which Fort Regent stands had been a barren waste before being sold to the Government at the beginning of the 19th Century for the purpose of erecting this fortification on its summit. The foundation stone was laid on the 7th November, 1806 by Lieutenant-General Don, Lieutenant-Governor of the Island. Standing 150 feet above sea level, the views from the Fort ramparts range commandingly from East to West.



Mount Orgueil
from the Sea

MONT ORGUEIL (From the Sea) (About 100 years ago) No. 10

Viewed from the sea the Castle presents a forbidding and well-nigh impregnable appearance. Commenced in the 10th Century by the Dukes of Normandy and finished many years later by their successors the Kings of England, the Castle has withstood several sieges. Rising to over 300 feet above sea level the shores of Normandy are visible quite distinctly, ranging in a curve from Cape La Hague to the North to Cape Frehel to the South and between them the lofty spires of the Cathedral of Coutances.



Princes Tower

PRINCE'S TOWER (About 100 years ago) No. 11

Originally a place of worship called La Hougue-Bie. An 11th Century legend tells us that the mound and Chapel were erected by the Widow of the Seigneur de Hambie of Normandy, a French Nobleman who had crossed to Jersey at the request of the Islanders to rescue them from a monster who had caused them much suffering. Later, the property passed to the late Prince of Bouillon who caused the Tower to be erected close to the Chapel on the summit of the mound, hence the name "Prince's Tower." Extensive views of the Island can be obtained from the Tower. A pre-historic tomb, reputed to be one of the finest in Western Europe, was discovered here in 1924. The interesting German Occupation (1940-1945) Museum located here is well worth a visit.



La Chaire, Rozel

LA CHAIRE, ROZEL (About 100 years ago) No. 12

Situated on the heights above the village of Rozel and its pleasant sea haven, the grounds contain many delightful and exotic shrubs and trees dating from the time when La Chaire was a private residence. Developed in recent years as an excellent Hotel the contrast presented by this historic print reproduction will be of particular interest to Visitors to this truly lovely part of Jersey.



ARCHIRONDEL

ARCHIRONDEL

No. 13

One of the most popular and delightful spots on Jersey's Eastern shore with excellent sea and coastal views. The Martello Tower on the Southern point of this charming little bay serves as a grim reminder of the bygone days of hostility between France and England during the Napoleonic Wars.



JERSEY COTTAGE (near Bonne Nuit)

JERSEY COTTAGE (near Bonne Nuit)

No. 14

Compare this scene with that showing the old Farm House (View No. 5 of this series). These Granite built farm houses, located in all the country parishes and around the coast, make very desirable dwellings when modernised by the installation of efficient heating and sanitation systems.



THE ROYAL SQUARE

THE ROYAL SQUARE

No. 15

The centre of the judicial and political life of the Island. Here, on the 6th January 1781, was fought the Battle of Jersey when the French invaders landed at La Rocque and marched into St. Helier. They were defeated by the English garrison troops and local Militia under the command of Major Peirson who was killed on the eve of victory. De Rullecour, the French Commander, was also killed and his grave, marked by a simple square stone bearing the inscription "Rullecour" 6 janvier 1781, can be seen in the nearby Town Church Cemetery.

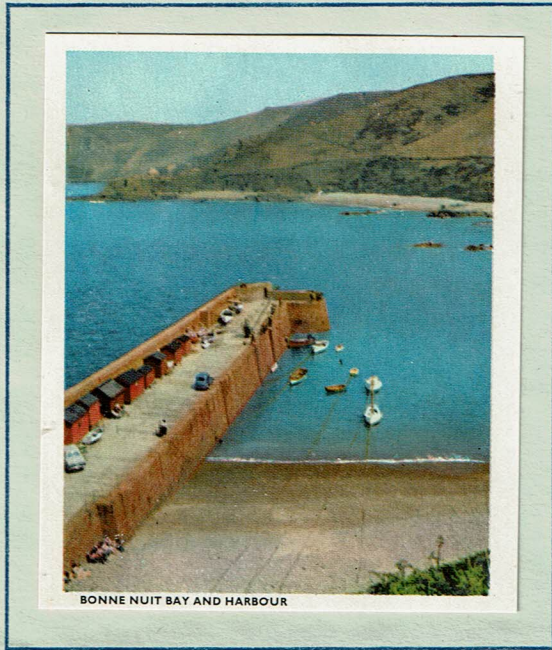


ANNE PORT (from Jeffrey's Leap)

ANNE PORT (from Jeffrey's Leap)

No. 16

Another beautiful bay on the Eastern side of the Island showing the ill fated St. Catherine's breakwater in the distance. Overlooking the beach is an isolated cliff known as Jeffrey's Leap. Legend has it that at one time criminals condemned to death were thrown from here into the sea and that one Jeffrey escaped his captors and leaped from this rock to save his life.



BONNE NUIT BAY AND HARBOUR No. 17

Another delightful picture of this peaceful and charming bay which provides a typical example of the grand cliff scenery of Jersey's Northern coast. Much lobster fishing is done from this picturesque little harbour.



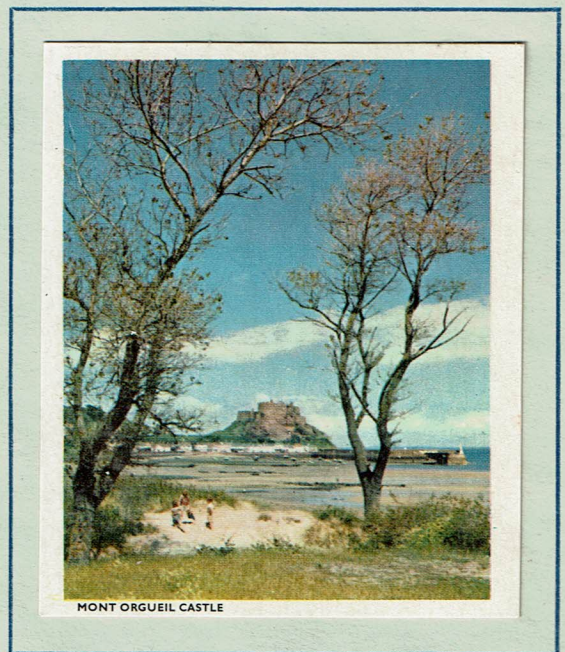
HARBOUR OF ST. HELIER No. 18

Despite the increase in air traffic, St. Helier Harbour, in addition to the heavy and increasing inward and outward cargo traffic, deals with over 300,000 passengers a year. Comparison with the scene portrayed in the historical print (No. 1 of this series) adds interest to both views. Dredging operations both inside and outside the Harbour are now going on in order to accommodate larger and up-to-date passenger steamers in the near future.



RUINS OF GROSNEZ CASTLE No. 19

No record exists to tell us when this ancient Castle was built, but judging from its architecture it probably dates from the Fourteenth Century. The original design can be traced from the existing foundations. Situated on Grosnez point, well over 200 feet above sea level, the cliff scenery and treacherous Paternoster Rocks make a very imposing sight when viewed from this point.



MONT ORGUEIL CASTLE No. 20

Another striking view of this historic fortress which dominates the Eastern coast line of Jersey and the adjacent French coast. Still in an excellent state of preservation its long and fascinating history makes it almost a "must" for every visitor to Jersey.



JERSEY AIRPORT

JERSEY AIRPORT

No 21

Jersey is justly proud of its Airport which can compare more than favourably with many Airports in the United Kingdom, and today deals with over half-a-million passenger arrivals and departures per annum. Opened in 1937 it is a striking example of the rapid rise in air traffic since Jersey Airways started their air services between Jersey and the United Kingdom in 1933, landing and taking off from the beach in St. Aubin's Bay.



BOULEY BAY

BOULEY BAY

No. 22

This modern view of a much frequented spot on Jersey's Northern coast gains added interest when compared with the historical view of this very favoured bay issued with the first series (View No. 14). The long winding hill down to the sea provides an excellent test for Motor Car and Motor Cycle Hill Climb Meetings.

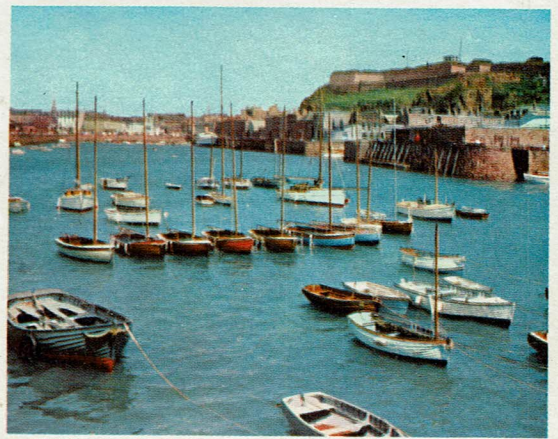


ST. OUEN'S BAY

ST. OUEN'S BAY

No. 23

Stretching the whole length of Jersey's West coast from La Corbiere in the South to Point Etaquerel in the North, St. Ouen's Bay offers splendid beach facilities and excellent surf-bathing. At exceptionally low spring tides traces of a now submerged oak forest are visible opposite the small village of l'Etacq at the Northern end of the Bay.

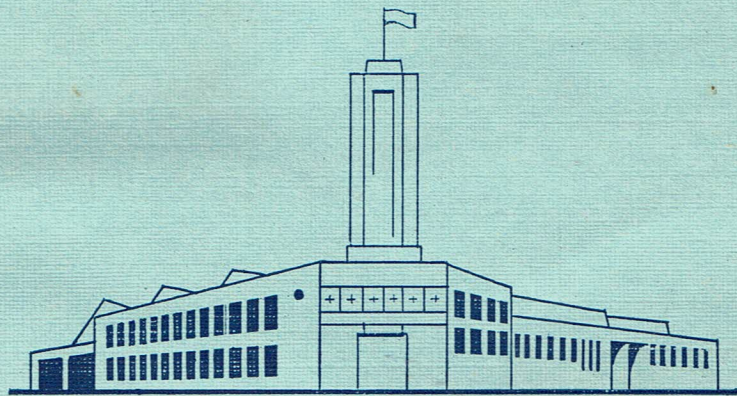


SMALL HARBOUR, ST. HELIER

SMALL HARBOUR, ST. HELIER

No. 24

Originally the very modest beginning of Harbour facilities in St. Helier, the old Harbour is now the centre of the yachting and small boat activities based on St. Helier. A hive of activity in the Summer, it provides safe and snug anchorage during the Winter months.



THE BELMONT BUILDING
JERSEY

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