

Examples of our Ship in Advertisements & Promotions



It's a way they have in the Navy

THE SUBMARINE BASE IN PORTSMOUTH HARBOUR. At the entrance of Haslar Creek, close by the famous training ship Foudroyant, is the principal "base ship" for submarines—a shore station from which this scene is viewed. The submarine coming in to her moorings is H.M.S. Achéron—an A-class vessel with eight 21-inch torpedo tubes. The "snort", which admits air to the submarine when it is submerged to periscope depth, can be seen above the conning tower.

True to tradition...

*Player's
Please*



[NCC 66]

EXAMPLES OF OUR SHIP IN ADVERTISEMENT & PROMOTIONS

PLAYER'S NAVY CUT

TS Foudroyant is shown in the advertisement on the previous page for Player's Navy Cut. The words are:

"It's a way they have in the Navy

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PLAYER'S CIGARETTES

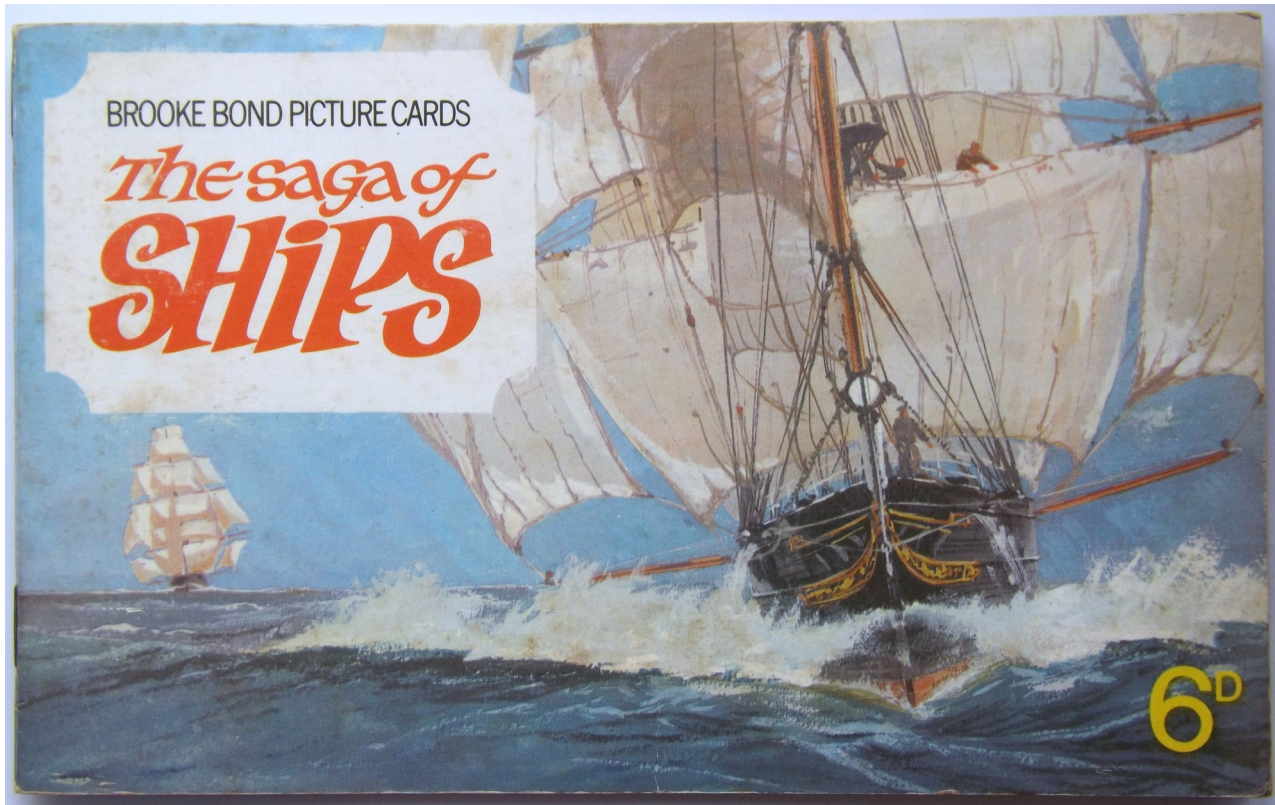
The figurehead of our ship appeared as number 16 in a series of 25 cigarette cards issued by John Player & Sons on the theme of Ships' Figure-Heads. The back of the card states:



"H.M.S. "Trincomalee," 1817,
Now "Foudroyant"
One of the few old "wooden walls"
whose original figure-head can still be
studied (at Falmouth) is the Foudroyant,
built in India as the 31-gun frigate
Trincomalee. She has an Eastern figure-
head, as usual the figure of a ferocious-
looking warrior. This gave good
opportunities for the brilliant decoration
which was loved both by bluejackets
and by the carvers of figure-heads. The
old Trincomalee was preserved in rather
a curious fashion. In 1892 Nelson's
famous Foudroyant was sold by the
Admiralty to German scrappers, and
there was great public indignation until
the contract was cancelled and a Mr.
Cobb was allowed to take her over and
exhibit her around the country. When
she was wrecked in 1897 the
Trincomalee was bought, given her
name, and equipped with as many of
her guns and fittings as could be
saved."

BROOKE BOND TEA AND TEA BAGS

When Brooke Bond Oxo Ltd. Produced its collection of 50 picture cards, "The Saga of Ships", TS Foudroyant appeared as card number 22. The illustrations were by David Cobb, and card descriptions by George Naish.



The introduction in the album by Alan Villiers says:

"The sailing-ship was one of the greatest, most beautiful and most lasting creations ever developed by man. Vasco da Gama, Magellan, Columbus, Cabot, Captain Cook: all made their discoveries in ships that sailed. Nelson fought in such ships. Drake sailed one around the world, and fought in others against Spain's Armada. Fighting-ship, exploring ship, world-lumbering argosy or swift clipper, these knew and overcame the perils of the sea with only Man's courage and ability to aid them. ...

...It will be fun to assemble and study these Brooke Bond cards in this handsome album. For these ships share grace, courage, and the ageless spirit of Adventure – and so do the men who manned them, and still do.

Browsing through this record, you will understand."

The following information is given about card number 22:

"T.S. Foudroyant (ex-H.M.S. Trincomalee)

H.M.S. Trincomalee was a 46-gun frigate, teak-built in 1817 for the Royal Navy by the Honourable East India Company. Her gun-deck was 150 feet long by 40 feet and her tonnage 1,066, with a ship's company of 220. She served two commissions, in the West Indies and Pacific 1847-1857. Then, when wooden war ships were discarded, she was kept on as a training ship. In private ownership, and renamed the Foudroyant after Nelson's flag-ship, a Trust now runs her as a Holiday Training Ship for youngsters, in Portsmouth Harbour."



Card number 22 in "The Saga of Ships"

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