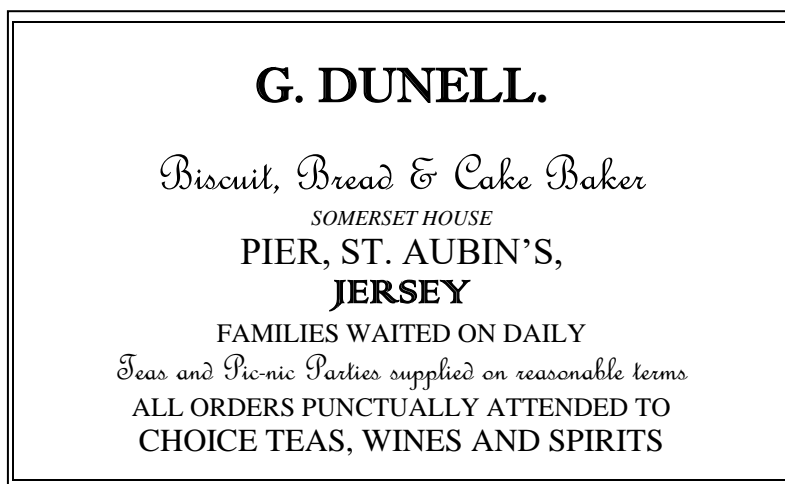


George Dunell was born, in the year 1835, on his father's farm in the quiet little village of Chillington, in the heart of Somerset, where the family's roots go back to the sixteenth century. He learnt the bakery trade with his cousins, the Wallbridges who had a bakery in the neighbouring village of Illminster. By 1861, he had moved to Jersey and was living with his brother's family. In that year, he married Mary Anne Le Bas at St Brelade's Church. They made their home at Greenville House, in this parish, where they produced six children but two died in infancy. Their four surviving children were, William born 1864, John 1867, Edmund 1877 and Clifford 1883.

In the letter above, the cousins, Thomas and Ellen, were the children of Thomas Westear Dunell, who was a Coal Merchant with premises on a small road near the Dicq. This road eventually being called Dunell Road. Before becoming a coal merchant, for many years Thomas had worked as partner with his father, a builder, during which time the firm built many houses and terraces in the neighbourhood of St Luke's Church and other parts of St Helier. He was a leading member of Freemasonry in Jersey, at one time, personally pulling his Lodge out of its financial difficulties.

George bought the property, then know as Le Roux House, which was along the quay at St Aubin. At the front of the property, he built Somerset House which included a shop on the ground floor with accommodation above. In the original house at the rear of the property, he built two brick ovens on the ground floor and created a covered walkway between the bakery and the shop. Here, in 1881, he began his own bakery business. His trade card describes the business as:



Below we have shown extracts from one of George's early ledgers, showing his name and address on the first page and the first few entries for the month ending June 30, 1883.

Geo Dunell

St Aubins

G. Dunell

Jersey

1883 30 June 30 L. s. d.
 Memard Paid 2 = 11 = 3
 Burrows 2-0-0 3 " 14 " 10½
 Le Ray Paid 7 " 8 " 8
 P Rive 5-0-0 19 " 6 " 1

His business flourished and when they were old enough, his three eldest sons joined their father in the business, William in 1878, John in 1881, Edmund in 1891.

In 1888, William moved to London to improve his knowledge of the trade. His mother, obviously missing her first born, replied to his first letter as follows:

St Aubins
 Jersey Nov 15

My Dear Willy

I am so Glad I just Received a letter from you on the 28 of October. So Glad to hear you are well. Thanks be to God for his Blessing. My Dear Willy, I am Glad that you have a place that suits you until the summer comes. Since you like the place, you do right to keep the same lodgings. It is not like at home, you must not be too particular.

Edmund is so Glad that you think of him. Clifford says tell Willy to Come back Saturday, the day he don't go to school.

My Dear Willy, why don't you buy an overcoat, since you want it. You must keep respectable in clothes.

Dear Willy, don't talk about five years, if you stop one year, you must be satisfied. I should like your photo to see if you have changed since you left Jersey. I am sorry Steven is not with you, it was company for you.

But I suppose you have plenty of Friends where you are. If you ever settle yourself in St. Aubins, you will be sure to have plenty of Customers. A lot tell me, if Master Willy settled down here, we will deal with him. You cannot think how you are missed in St Aubins. Everybody is asking about you.

Willy, Tommy (cousin Thomas Dunell) came to see us. He sends his Compliments to you. I have not seen the K Clement Dunell (Henrietta wife of cousin William Dunell), since you are gone. E Dunell (cousin, Ellen) is not married yet. She's out here often to see us now. I don't know what that means.

My Dear Willy, you are too kind to think of the children, if you send money to Jersey, I will put it in the Saving bank to your name, but keep an amount to come to Jersey if anything would turn out. Uncle Ed (Edward Le Bas) was quite proud with the letter you send him. I am sorry to hear you have so many hours to work, it is a long from 7 to 9. Is that Mr Amey a young man that works with you.

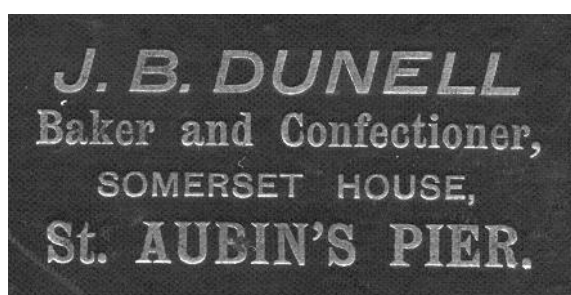
My Dear Willy I have been nowhere since you are gone, only once to Granmama. I have plenty to do now since you are gone but I don't mind it since you are well.

From Mother

In 1889, William returned to Jersey and married Edith Giles in the same year. They had three children, Hilda born 1889, Gladys 1891 and William 1894. Sadly, William died, suddenly, in 1893 before his son was born. Soon after, his father sold the business to his second son, John.

In 1894, John married Annie Fox and they had one daughter, Gwendoline born 1896.

Below we have shown the embossed front of John's bread book and the first entry, which had been confirmed as settled by his wife Annie.



	4 lb of Dough		7
June 26	14 lb Butter 1/2	1	9
27	12 11		5 1/2
28	12 11		5 1/2
29	12		3 1/2
30	14 1/2 lb Butter 7	1	2
	Settled A. Dunell	" 4	8 1/2
July 1	14		6 1/2

Soon after, Edmund had a disagreement with his elder brother and, in the year 1899, he opened his own bakery and confectionery in the next village of Beaumont, which was in direct competition with that of his brother. His youngest brother, Clifford, joined him in the business and their mother also contributed by making Jersey Wonders, which she brought daily by train from St Aubin. Later, he also began selling groceries and wines and spirits.

Around this time, Clifford became ill and was taken by his father to Guernsey to recuperate. He wrote a brief letter to his brother Edmund, praising Guernsey, as follows:

Ellinda House
27 Canichers
Guernsey

Dear Edmund

I hope you are better and getting on all right. The weather is very bad, plenty of rain all afternoon yesterday and today the weather is very showery.

The pastry shops over here are very fine, quite up to date and lovely fancies which I intend to send some of them, one of these days Monday afternoon, we went on the tram to St Sampsons. It was a lovely run, but we did not stay long on account of the wind. I have been told there is one of the Collins Ovens down the Dale, which I intend going to see when the weather gets finer.

We have lovely rooms and are very comfortable. We intend going to Sark one of these days. We get our bread @ 8.30 every morning and very good bread and very light. Hope mother is keeping well.

There is a lot of shipping over here and everybody works with great speed. Guernsey is greatly improved to what it used to be.

Hoping this will find you all well.

I Remain

Yours truly

Cliff

Unfortunately, John was not a good businessman and by 1902 his business had closed and the ownership of the property was transferred back to his father.

Meanwhile, Clifford went to work for Edmund at Beaumont. At his time, as a baker, he would have received about two shillings and six pence per week. Obviously, the business was flourishing, for in 1914, Edmund paid the sum of thirteen pounds for the building of a Bakers Oven Complete not including Oven Stock or Furnace Doors & Bars. Several years later, his brother, John, joined his brothers at the bakery. Edmund concentrated on the sales, whilst his brothers did the baking. They were excellent bakers, as their statement heading of around 1916 confirms.

1916		191	
EAT HOVIS Trade Mark BREAD.		Ms. <i>Maignard</i> Bought of E. Dunell, Awarded: 3 Diplomas for Hovis Bread, Baker and Confectioner, Beaumont, JERSEY. Telephone 28 St. Aubins Agent for Blue Cross Teas. Birthday and Wedding Cakes made to order. Noted for Jersey Wonders	
<i>March 9</i>	<i>Hovis</i>		<i>2</i>
<i>April 25</i>	<i>Sandwich Seed</i>	<i>1</i>	<i>0</i>
<i>May 4</i>	<i>Sea 10</i>		<i>10</i>
<i>June 25</i>	<i>Buller 8 1/2</i>		<i>8 1/2</i>
			<i>2 8 1/2</i>

In 1910, Clifford married Marie Louisa Dunell. They had three children, Ivy, Guy and Victor. Clifford died in 1932 and Jack in 1934. But the tradition of keeping it a family business was continued, when, in the year 1935, Guy joined Edmund straight from school. By this time, the grocery side of the business had become more important than the baking and Guy eventually qualified as an Associate of the

Institute of Certified Grocers. Sometime after this, Ivy's husband, Bert Pinel, began learning the bakery trade with Edmund.

During the occupation, despite all the difficulties it imposed, Edmund, with his nephew Guy and Bert Pinel, continued to serve the village. Seeing the pending problems of fuel, they immediately purchased a brand new delivery bicycle from a local garage, to which they fitted a large tea chest. This was used by Bert to deliver both bread and food parcels to the elderly, during the five years of German rule, eventually having to replace the tyres with strips of car tyre.

In 1944, his spirit broken by the occupation, Edmund died at his home in Beaumont, leaving the business to his nephews, Guy and Victor. Several years before the war had begun, Victor had moved to England with his mother and stepfather to live in Gosport and was, by this time, working in an aircraft factory.

On 20th May 1945, Guy wrote to his brother:

I think that Bert has explained to you in his letter about poor Uncle Edmund's illness and sudden death. . . . I think that the gradual decline of the business upset him most and after Christmas 1940, he very rarely came down to the shop, so you can realise for yourself how he had been hit.

In the business, we managed to keep going on the grocery rations and we baked our own bread until last June when we were closed owing to the lack of fuel. In September. . . . we opened up as a communal oven, baking dinner & cakes for the village. . . . Tomorrow we are expecting a very busy day as we are getting our first lot of English Rations.

We were lucky in keeping our van & car as the Germans took a good part of them. . . .

During this time, they continued to bake bread with flour provided by the States of Jersey and sell whatever fruit and vegetables they were able to buy from local farmers. Also, three times a week, they served soup, at two pence a pint, which was also supplied by the States. In September of 1944, when supplies became so scarce that there was very little left to distribute, their oven became the communal kitchen, baking twice a day for the village.

As the occupation ended, Guy wrote in his diary:

TUESDAY 8th MAY

Work. Very warm. Only opened in the morning. Occupation finished at 3 p.m. Put up Flags etc.

WEDNESDAY 9th MAY

Opened in morning for the Bread. Very warm again. Went to town and saw the Tommies arrive. They had a wonderful reception.

THURSDAY 10th MAY

Cleaned up our van. Did not open at all. Went into town in the morning to the actual taking over of the Island.

FRIDAY 11th MAY

Work. Very warm again. Had our van out for the first time. Had to go to town about the extra Bread.

After the occupation, Victor came back from England to join Guy in the business. Guy decided concentrate on groceries and the bakery side of the business was taken over by Bert Pinel, who built a new bakery on the other side of the road. Over the next few years, Guy began importing wines direct from France, and, eventually the family purchased Mr Godfray's grocery shop opposite, where he concentrated on importing and wholesaling wines and spirits mainly to the small independent shops.

In 1968, Guy was joined by his nephew, Winston Pinel. In the following year, Guy built a new wine store behind the old Godfray's shop, and, by creating a car park on their adjoining property, they were able to move their access from the dangerous and noisy roundabout to the quiet of the seaside.

From that time, their wine business expanded. Guy retired in 1973, although he continued to contribute as a director and Winston continued in the family tradition of care in tasting and selecting in order to offer wines of both *quality* and *value for money*. Winston's son, Neil, joined the business in 1987, and, is now the Manager, developing new ideas to bring the business into the twenty-first Century.