John Johnson Collection: pre-1960 ephemera
Oxford Trade Pamphlets

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Note: The pamphlets are enveloped individually. Their numbers are given in brackets. The shelfmarks are: John Johnson Collection: Oxford Trade Pamphlets (1) etc. This sequence was assembled mainly from Bodleian holdings for Oxford Shops and Shopping: a pictorial survey from Victorian and Edwardian times, by Michael L. Turner and David Vaisey. Oxford Illustrated Press, 1972

Extent: 207 pamphlets

Art & Stationery Company (1 and 1+)
S. Baker & Son (2, 6–7) clothing. See also Oxford Trade boxes 12 and 13
Badcock, Charles (3–5). See also Oxford Trade boxes 9, 12 and 13
William Baker (8–14). See also Oxford Trade boxes 3 and 7
G. Barton & Son (15–16) bicycles. See also Oxford Trade box 2
Bennett & Company (17) boots and shoes
J. Boffin (18) baker. See also Oxford Trade box 1
Boswell & Co. (19–21) and (180). See also Oxford Trade boxes 5 and 9
Civet Cat (22–23)
Caroche Tricycle Co (24)
John Collier & Sons (25–32) includes as agents. See also Oxford Trade box 2
W & A Gilbey (33) (wine)
Frank Cooper (34) (wine). See also Oxford Trade box 5
William Davies (35–37) (stationery)
Eagleston (agent) (38) ironmonger. See also Oxford Trade box 8
Elliston & Cavell (39 – 44) and (183 – 186, 189). See also Oxford Trade boxes 9, 12 and 13

Emberlin (45) pens. See also Oxford Trade box 12

W.E. Fayers for Aertex (agent) (46 – 53). See also Oxford Trade box 14

Gammon, Wicks & Co. (54 – 58) (wine)

Gill & Co. includes as agent (59 – 68) and (187 – 188) ironmonger. See also Oxford Trade box 8

John Goundrey (69) ironmonger. See also Oxford Trade box 8

Grimbly Hughes (70 – 71) ironmonger. See also Oxford Trade box 6

Hamlet and Dulake (72) auctioneer

Tyler’s (73) boots and shoes. See also Oxford Trade box 2

Home and Colonial Stores (74 – 77)

Jones & Sotham (78 – 80) wine

G.T. Jones (81 – 82) wine. See also Oxford Trade boxes 2 and 6

T.H. Kingerlee & Sons (83 – 84) and (190). See also Oxford Trade box 1

Meadow’s Stores (85). See also Oxford Trade box 6

William Mayo (86 – 92)

Marychurch & Blackler (93) clothier. See also Oxford Trade boxes 13 and 14

T. Mallam & Son (94)

Lloyd’s Oriental Café (95 – 96)

William Lillington (97 – 105) boots & shoes, agent for Jaeger

Minty (106) catering

Oxford Cycle and Motor Car Company (107 – 112) and (192 – 195). See also Oxford Trade box 2

Oxford Wine Company and Town and County Wine Co. (113 – 120)

Pearson & Co. (121 – 123) ironmonger. See also Oxford Trade boxes 8 and 9

W.G. Philips (124 – 128) brewers, wine

Edward Radbone (Central Grocery and Provision Exchange) (129 – 130) and (205 – 207). See also Oxford Trade box 6

Rudge Whitworth (depot) (131) bicycles

Arthur Shepherd (132 – 134) outfitters. See also Oxford Trade box 13

H. & G. Simonds (135 - 136) brewers. See also Oxford Trade box 2
Slatter and Rose (137 – 140)

Henry Stone (141)

W. Strange (142)

Twining Bros (143 – 144). See also Oxford Trade box 6

Chas. Underhill (Oxford City Stores and agent for W.A. Gilby) (145 – 161). See also Oxford Trade box 6

Walker (162 – 163) tailor. See also Oxford Trade box 13

Wallis & Son (164) bicycles

Wilton Woodward Woodward & Richmond (165 – 170) and (197 – 204). See also Oxford Trade box 13

G. Wyatt & Son (agent) (171 – 174) ironmonger. See also Oxford Trade box 9

Zacharias and Co. (175). See also Oxford Trade box 13

Outsize sequence

Boswell & Co. (180). See also (19 – 21)

City Drapery Stores (182)

Elliston & Cavell (183 – 186), (189). See also (39 – 44) and Oxford Trade boxes 9, 12 and 13

Gill & Co (187 – 188). See also (59 – 68) and Oxford Trade box 8

Kingerlee & Sons (190). See also (83 – 84) and Oxford Trade box 1

W.R. Morris (191). See also Oxford Trade box 4

Oxford Cycle Co (192 – 195). See also (107 – 112) and Oxford Trade box 2

Harry Neville Prior (196). See also Oxford Trade box 7

Wilton Woodward (agents for Jaeger) (197 – 204). See also (165 – 170) and Oxford Trade box 13

Radbone & Son (205 – 207). See also (129 – 130) and Oxford Trade box 6