

John Johnson Collection

Shell-Mex

Index revised by JAL Jan 2021

This section has not been catalogued or digitised.

Extent: 2 boxes

Box 1

Advertising, General

24 Recent Shell Advertisements. Everywhere you go you can be sure of Shell

List of Shell-Mex and B.P. posters now available

Exhibition of Pictures in Advertising by Shell-Mex and B.P. Ltd., 1934

Trust Shell to have Something up its Sleeve

Some phrases seldom ring true ... but you can be sure of Shell

Time change so does Shell (3 copies)

‘Shell’, an appreciation by the Rt. Hon. T. P. O'Connor

Conquest in every Element

New Shell Lubricating Oil

Shell Lubricating Oil. Retail price list, October 1937

Shell Lubricating Oils are Officially Recommended ...

The New Shell Lubricating Oil. For Staff Circulation

A Chart showing the various products obtained from Crude Petroleum (2 copies)

1935 Proves...World's Records can be made on products the public can buy...performance is proof

All the Winners for 1936

Lubrication by Shell. 1937 Records.

Folder. Speed. 1938 Achievements 2 folders

Speed Kings of 1938 (2 copies)

Leaflet. 'Shell' Products are obtainable in the following European countries from the companies enumerated below

Shell and Motoring

Then and Now. 1888-1930 [history of motoring]. Issued by Shell-Mex Ltd.

Armstrong-Siddeley *Self-Changing Gear Box*. Wilson Patent, an account of its mechanism and instructions for its lubrication

Elton, Arthur. *The Transmission System* (Shell Motoring Books 2)

Elton, Arthur. *Epicyclic Gears* (Shell Motoring Books 3)

Elton, Arthur. *Fluid Flywheel* (Shell Motoring Books 4)

[Motorist's Valentine card]. "Stay, sweet motorist divine / Listen to my Valentine....."

Shell-Mex and Aviation

All about the Shell Carnet (issued by Shell Aviation Service) (2 copies)

See How They Fly, an exhibition depicting the History and Development of Aviation, by Shell-Mex and B.P. Ltd. Exhibition designed and arranged by James Gardner and Barnett Freedman

Shell-Mex and Shipping

Will your car last as long as the World's Greatest Liner?

Shell-Mex and other Technologies

The Business of Poultry-Keeping (White-May Paraffin)

Heat Treatment (Fuel Oil in Industry. No. 1.)

Propagas, a Shell B.P. product. The new liquid gas for Industrial Purposes

B.S.A. proves its Hill Climbing, General Performance, Flexibility, Reliability. A.C.U. observed tests of B.S.A. machines and GOLDEN SHELL lubricating oil

The Oscillograph by Shell-Mex & B.P. Ltd.

Wilson, Robert E. *Pioneers in Oil Cracking*. (Newcomen Society Address). American Branch, at the University Club, Chicago, October 29, 1946.

Flap books, showing the workings of motor cars, motor cycles, aeroplanes, etc.

The Modern Motor Car [other copies in Motor Car section]. Flaps reveal the parts of the engine etc. Maurice Beck (photographer)

The Modern Motor Cycle. Flaps reveal the parts of the engine etc. Maurice Beck (photographer)

The Commercial Vehicle. Flaps reveal the parts of the engine etc. Maurice Beck (photographer)

The Modern Aeroplane. Flaps reveal the parts of the engine etc.

Advertisements

Shell-Mex Ltd. Advertising Campaign for Mex Petrol

Beware of untried & experimental Motor Fuels....

Article. Knights, Charles C. The Right Spirit in Advertising, a review of Shell-Mex advertising. Commercial Art. December 1929

Shellguide Series. (Magazine advertisements)

Shellguide to August Lanes. *Country Life*. 12.8.1954

Shellguide to September Lakes. *The Illustrated London News*. 25.9.1954

Shell Nature Studies series. (Magazine advertisements)

No. 2. February. Birds. *The Illustrated London News*. 5.2.1955

No. 3. Wild Life in March. *The Illustrated London News*. 26.3.1955, *Country Life*. 3.3.1955

No.4. Wild Life in April. *Country Life*. 7.4.1955

No.5. Dawn Chorus in May. *The Illustrated London News* 7.5.1955, *Country Life*. 5.5.1955

No.6. June days and nights. *The Illustrated London News*. 18.6.1955, *Country Life*. 9.6.1955

No.7. July Seascape. *Country Life*. 7.7.1955

No.9 September Flyaway. *Country Life*.15.9.1955

Box 2

Books

Performance is Proof

Leigh-Bennett, E.P. *An Adventure in Oil*

Rayner, John. Hampshire. *Towards a Dictionary of the County of Southampton commonly Hampshire or Hants.* (Shell Guide), Batsford. 1937

Smith, P.G.A. *The "Shell" that hit Germany Hardest* "Shell" Marketing Company Ltd.

Smith, P.G.A. *The "Shell" that hit Germany Hardest.* Foreword by Lord Montagu of Beaulieu. "Shell" Marketing Co Ltd. Printed by the Westminster Press

Annual Reports etc.

The "Shell" Transport Company and Trading Company Limited. Report of Annual Meeting., abbreviated from *The Times* Wednesday 23rd June 1915

To Mark the Jubilee of The "Shell" Transport and Trading Company Limited. London 18th October 1947. (1897–1947)

The "Shell" Transport and Trading Company Limited. Survey of Activities of the Shell and Royal Dutch Group of Companies, 1949, 1951, 1952

Post-1960 Material

The "Shell" Transport and Trading Company, Limited. United Kingdom Tax Changes. 12.11.1966

Kids! help your Dad to be a fuel saver

Shell Great Britons series 1972

Queen Victoria

George Stephenson.

See also:

Motor Cars boxes 7 (advertisements), 10 and 12 (flap books as above)

Posters: seven planchest folders. These are catalogued in our online catalogue. Shelfmark root is Posters: Shell

