

1: Shell Guides: the unchanging pleasures of rural Britain - Telegraph

The Shell Guides were originally a 20th-century series of guidebooks on the counties of www.enganchecubano.com were aimed at a new breed of car-driving metropolitan tourist, and for those who sought guides that were neither too serious nor too shallow and who took pleasure in the ordinary and peculiar culture of small town Britain.

Road maps from Britain and Ireland Brief History Shell has sold motor spirit petrol in Britain for almost years, but in order to compete more effectively with the Anglo-American Oil Company the Standard Oil subsidiary , it entered into a joint venture with BP in This lasted until , although the chains had been functionally split a few years earlier. For most of the past century it has vied for market leadership with Esso, but has perhaps maintained a slightly more up-market image. The first one above, with no pecten symbol, is known to date from the late s, as the rear cover lists Shell County guides on sale and these can be matched against publication dates in the British Library. It covered Southern Section 1 roughly the East Midlands at 4 miles to the inch. The next three maps are all post-war. In common with most Foldex productions, it had a red card cover and used very thin paper with two "miracle folded" sections pasted back to back on one panel, so it unfolded like a double concertina. The next map contained all four sections of Britain at the same scale; it printed them on both sides of a lower grade paper, so enabling the double concertina style to be maintained. Northern Britain was split into six horizontal bands across the country. These were presumably also sold singly or in various combinations, but the example above is the complete set of maps in a single card cover, billed as being Great Britain in two sections at 4 miles to 1 inch. Although carrying no copyright date, a copy is known to have been bought by its original user in Foldex maps were known for their attention to detail and were advertised as more than a map; a well-informed survey. For example, 18 different symbols were used to denote historical periods of buildings or events and the map discriminated between railway stations with camping coach sidings and those with motor coach connections! This led to congestion in many areas of the map, exacerbated by excessively small type-faces. Amongst many others, unique symbols were used for tithe barns, rocking stones, places with rowing boats for hire, houses with fine art collections and sites associated with Arthurian legends. The example right is at actual size of a quiet part of the map. Shell did arrange for at least one map to be in the new corporate image of red and yellow covers, as was commonly used on European, Asian and African maps. This was a "Thoroughfare Plan of London", again with cartography by Foldex. A sheet pasted onto the rear cover shows the logo of the XIVth Olympiad. The rear cover referred to the continuing monopoly of unbranded pool petrol with the rhyme: All maps were produced in three versions for Shell-BP ; used at the still common multi-branded stations , Shell and BP both - each section had a different coloured cover. A separate Central London map was added in George Philip also prepared the national map for use by the newly established Shell touring service. One side comprised a two colour yellow and black map of the British Isles that only marked Airfields at which Shell-BP products could be bought, rivers and, oddly, county boundaries. No roads, railways, towns or other physical features or county names were included. The rear was given over to a list of the airfields, showing grades of Shell or BP products available, the name of the supplier and a telephone number. No information was provided that could enable the map to be used for aerial navigation. For , the cover size was reduced and new clearer cartography was introduced, highlighting trunk roads and omitting relief shading. The left map is the first with the new style, still at 5 miles to the inch; again each section had a different colour cover. Later in a new cover design was introduced, based on local landmarks. These were used until , although few final year versions are found. In , George Philip changed the cartography again, introducing blue trunk roads and green motorways and increasing the scale to 4 miles to the inch, and now taking 8 sections to cover Britain, plus one each for London and Ireland. The new covers were similar, but replaced a single large image with 3 or 4 smaller ones and moved from side to top folding. The final maps are a touring service country map from , which matches the basic design of the six sectional maps from that period, and a waterways guide. From onwards, Shell maps may also occasionally be found with red vinyl covers, possibly for sale through booksellers, not service stations. In , George Philip again changed the cartography, introducing more conventional red trunk roads and blue motorways and rearranging the

alignment of sections. The covers switched to three photographs, used from These maps were also sold though bookshops with a single design of card cover featuring a Wolseley in a forest for more than three times the price. This cover has later variants with a red top with first the old then newer Shell logos. Ireland was numbered 9 in card covers and 10 in paper, as there was no card version of London. The same three pictures were used with blue above, dropping the words Touring Service, in and - with the new logo - Section 6, shown second right, is unique as the only British Shell map to have ever shown a filling station - in the lower photo there are 3 Shell pumps outside the Spittal of Glenshee Hotel. Produced in at the metric scale of 1: The cover was extremely basic; there was no price indicated, nor any illustrations. Barts did later produce two souvenir historical maps for Shell, and collaborated on the Shell map of Oman. In George Philip provided a larger metric 1: The British Isles now took only 9 sheets as the paper size was increased. The first cover design was used for 4 years , to be replaced by a single design varying only in the colour and area highlighted in The next set came in minus Ireland for the first time and used computer generated images. Although the first metric series is commonly found, sales volumes of subsequent series dropped sharply, as the selling price rose from 12p to 95p in just 15 years. The early s Shell series covers purported to show an aerial view of a section of the map, together with the map itself. There is a page looking at just how accurate were the map and image of Husbands Bosworth shown here. These featured county arms on the covers SW England shows Cornwall , but were not commercially successful. Finally above right in George Philip produced a small format series of 3 maps covering Britain at 8 miles to the inch.

2: Geoffrey Maxwell Boumphrey (of The New Shell Guide to Britain)

Comment: A copy that has been read, but remains in excellent condition. Pages are intact and are not marred by notes or highlighting, but may contain a neat previous owner name.

Share via Email Then and now Anna Gordon "Herefordshire is purely agricultural and has consequently, to a large extent, escaped many modern developments, and is much more free of eyesores and the kind of ugliness we have grown accustomed to than most counties," reads the introduction in my guidebook. Timber-framed house in Ledbury, Herefordshire. Anna Gordon I am in the land where the "cider apple predominates" and the architecture "is predominately timber-framed" to road test the Shell Guide to Herefordshire, a dusty old guidebook, written 50 years ago by David Verey. Starting life in the s, the Shell Guides were printed to cater for young motorists who were using their newly-acquired cars as a means of discovering the British countryside, previously accessible only by foot, bus and train. The guides were lightweight and fitted easily in the glove compartment while displaying innovative design and layout. The first guides were only around 46 pages long, using black and white photographs to reduce the volume of text. They were spiral bound, with modern typography and had an introductory essay about the county and a description of each village. The contributors were young and fresh out of university, artists and photographers like Paul Nash, who is now revered as one of the most important artists in the 20th century," he adds. But the recent appetite for sustainable tourism has seen a resurgence in rediscovering home soil. You can now buy the guides online at antique bookshops. Unlike the latest Rough Guide to England, for example, which comes across as offensive and only picks places they view as cool. The "long street with a triangular market place at its broadest part, in which stands the Market Hall" is still there, as is the "well-known Feathers Hotel". Blossomtime guided walk through the orchards of Putley, Herefordshire. Anna Gordon The next morning, I visit what the guide describes as "the most famous church in Herefordshire", in the middle of a tiny village called Kilpeck. The Norman church, famed for its distinctive architecture and design, is one of many that appear in the guide, no doubt the influence of John Betjeman, editor of the guides who was also working for Architectural Review at the time. However, Heathcote explains that Betjeman was determined that the Shell Guides be refreshingly different from the uninviting antiquarian guides of the time. It was about giving the reader sufficient information which they could use as they went about discovering each place. Anna Gordon The following day, I am in Putley, "an excessively pretty parish" where nearly every farm grows hops and all have orchards. Jackie Denman, secretary of the event, explains that while other parts of Herefordshire have orchards scattered around, Putley has the highest concentration of them, because it backs on to six other parishes that once formed one big estate. Walking through a gate into an orchard, the landscape suddenly flips from green and brown to pink with a hint of white. While most visitors flock here in the autumn for the famous Herefordshire cider, they miss out on the beauty of the apple blossom that fills row upon row of fields in May. Herefordshire is still "agricultural and quite unspoiled". Anna Gordon The Herefordshire that the Shell Guide depicts is still "agricultural and quite unspoiled", and being over 50 years old and costing a few shillings at the time, it remains a relevant and useful guide.

3: Shell Road Maps from Britain and Ireland

Golden guides to Britain in the land where the "cider apple predominates" and the architecture "is predominately timber-framed" to road test the Shell Guide to Herefordshire.

The series was sponsored by the oil company Shell. The original guides were published on a county-by-county basis, under the editorial control of the poet John Betjeman and later the artist John Piper. There were three publishers involved in the publication of the 13 pre-war titles: In all the previous twelve titles were re-issued and one new one in the same format: The next one planned was Shropshire to be co-written by Betjeman and Piper. However the Second World War intervened. Only one non-English area was covered: Post-war however every bit of Wales was covered in five different titles. It was not until that the next Shell Guide was produced. Published by the Shell-Mex and BP joint venture, each had just 20 pages with a full colour card cover, representing highlights of the county covered, and included a two colour map of the area, preceded by an essay on the history and landscape, and followed by a short gazetteer of main towns and tourist attractions. These images by such artists as Keith Shackleton and David Gentleman also featured in the now collectable Shell Posters that were published for use in schools. These appeared between and From the late s to the early s, a series of general titles under the Shell Guide banner were produced, covering most of the countries in northwest Europe. Guides to subjects such as rivers, islands, viewpoints, archaeology, gardens, flowers, history, wildlife and museums were also published. In , Shell issued a final series of New Shell Guides, published by Michael Joseph and generally covering rather larger areas e. Northern Scotland and the Islands than in the earlier series. Thorold also wrote the last book in the series, Nottinghamshire in , published the same year that Betjeman died. The last few titles were published in small numbers no more than , and these made them scarcer almost from the outset. Peter Burton took many of the photos for the last titles. Paul Nash took hundreds of photos for his pre-war guide and whittled them down to those that made it into the finished product.

4: The Shell Guides: a very British surrealism â€“ Creative Review

*The Shell Guide to Britain [Edited By Geoffrey Boumphrey] on www.enganchecubano.com *FREE* shipping on qualifying offers.*

5: The Shell Guide to England: www.enganchecubano.com: John Hadfield, J B Priestley: Books

SHELL Shell and BP Shilling Guides to the counties of Britain. In the s Shell gained a good reputation for its artwork, especially for the small posters pasted to the side of its delivery lorries and tankers.

6: Shell Guides - Wikipedia

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8: Shell Guide | eBay

Stanley Roy Badmin, The Shell Guide to Trees and Shrubs, January Find this Pin and more on Shell Guides to Britain by Wendy Carolan Ayers. "Winter", by Stanley Roy Badmin English Painter & Etcher noted for his Book Illustrations & Landscapes.

9: The Shell Guide To The Birds Of Britain And Ireland by James Ferguson-Lees

The new Shell guide to Britain presents a collection of guides to the historic counties of England, Wales and Scotland, and includes: The Architecture of Britain, Open Air Museums, Walking in Britain, The Wildlife and The Year in Britain.

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