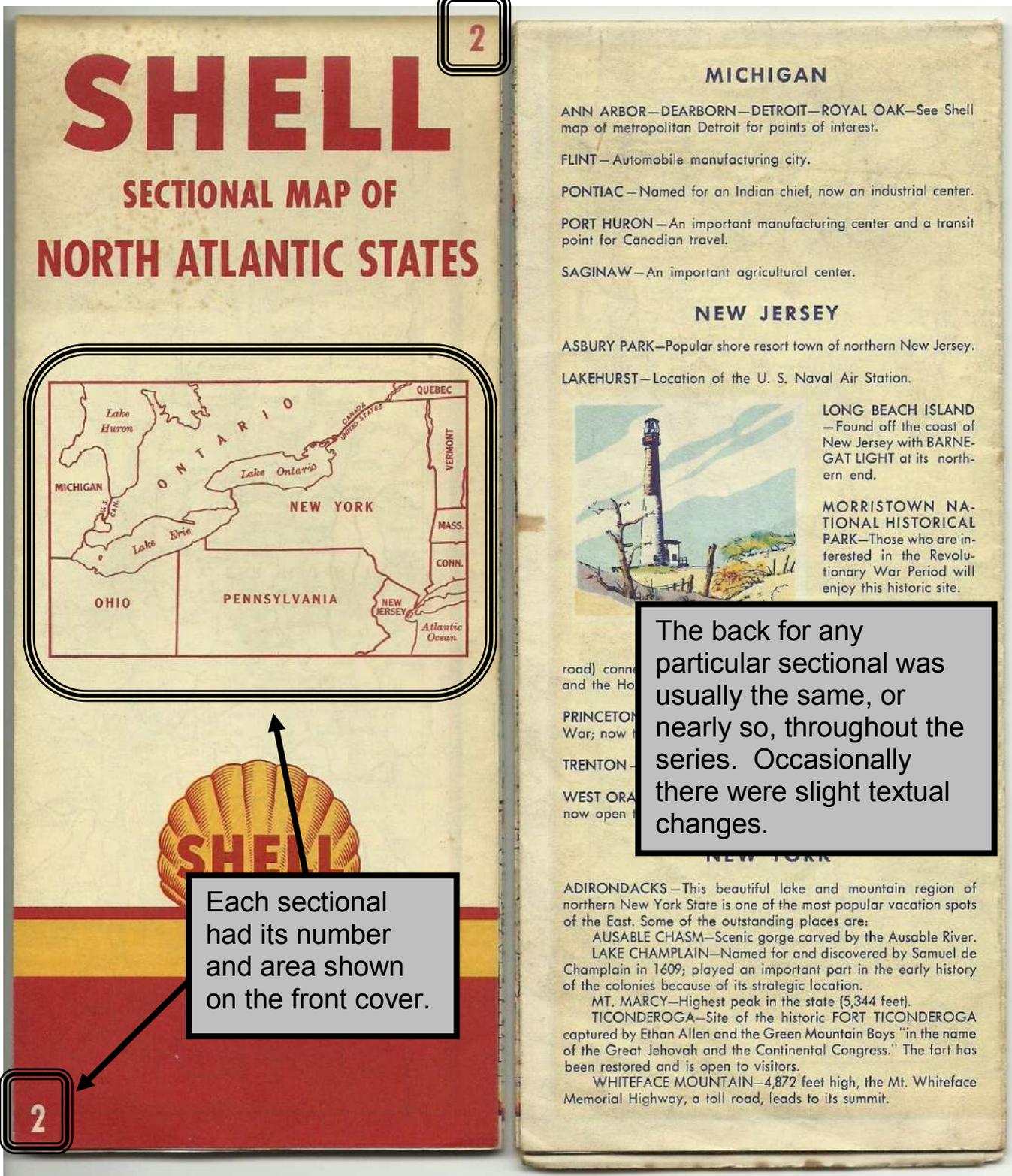


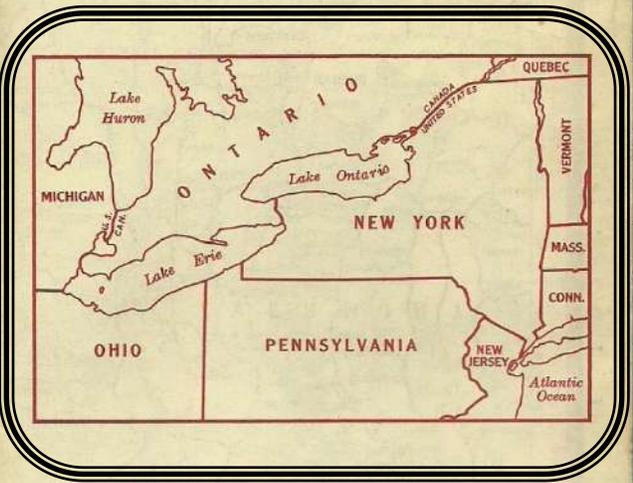
1946-1961, cont.



2

# SHELL

## SECTIONAL MAP OF NORTH ATLANTIC STATES



Each sectional had its number and area shown on the front cover.

2

### MICHIGAN

ANN ARBOR—DEARBORN—DETROIT—ROYAL OAK—See Shell map of metropolitan Detroit for points of interest.

FLINT—Automobile manufacturing city.

PONTIAC—Named for an Indian chief, now an industrial center.

PORT HURON—An important manufacturing center and a transit point for Canadian travel.

SAGINAW—An important agricultural center.

### NEW JERSEY

ASBURY PARK—Popular shore resort town of northern New Jersey.

LAKEHURST—Location of the U. S. Naval Air Station.



LONG BEACH ISLAND—Found off the coast of New Jersey with BARNEGAT LIGHT at its northern end.

MORRISTOWN NATIONAL HISTORICAL PARK—Those who are interested in the Revolutionary War Period will enjoy this historic site.

The back for any particular sectional was usually the same, or nearly so, throughout the series. Occasionally there were slight textual changes.

road) connect  
and the Ho

PRINCETON  
War; now t

TRENTON—

WEST ORA  
now open t

### NEW YORK

ADIRONDACKS—This beautiful lake and mountain region of northern New York State is one of the most popular vacation spots of the East. Some of the outstanding places are:

AUSABLE CHASM—Scenic gorge carved by the Ausable River.

LAKE CHAMPLAIN—Named for and discovered by Samuel de Champlain in 1609; played an important part in the early history of the colonies because of its strategic location.

MT. MARCY—Highest peak in the state (5,344 feet).

TICONDEROGA—Site of the historic FORT TICONDEROGA captured by Ethan Allen and the Green Mountain Boys "in the name of the Great Jehovah and the Continental Congress." The fort has been restored and is open to visitors.

WHITEFACE MOUNTAIN—4,872 feet high, the Mt. Whiteface Memorial Highway, a toll road, leads to its summit.

## 1952-1956 Sectionals

From 1952 through 1956, rather than issue regional maps, Shell printed sectional maps. Instead of following state boundaries, they arbitrarily chopped the U.S. into twelve sections. These difficult-to-follow maps were unpopular and discontinued.

**1962-1972**



**Indiana**

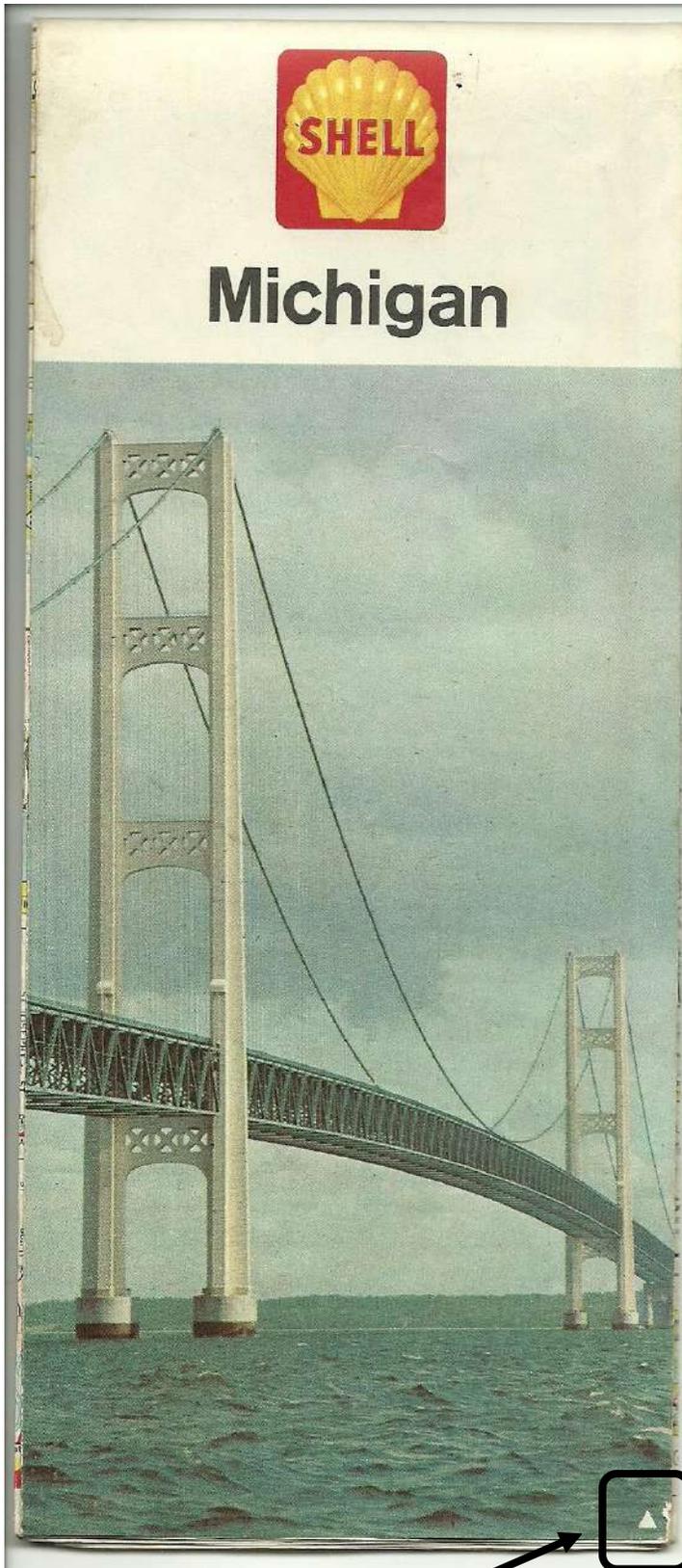
**Wisconsin**

**Indiana 1962**

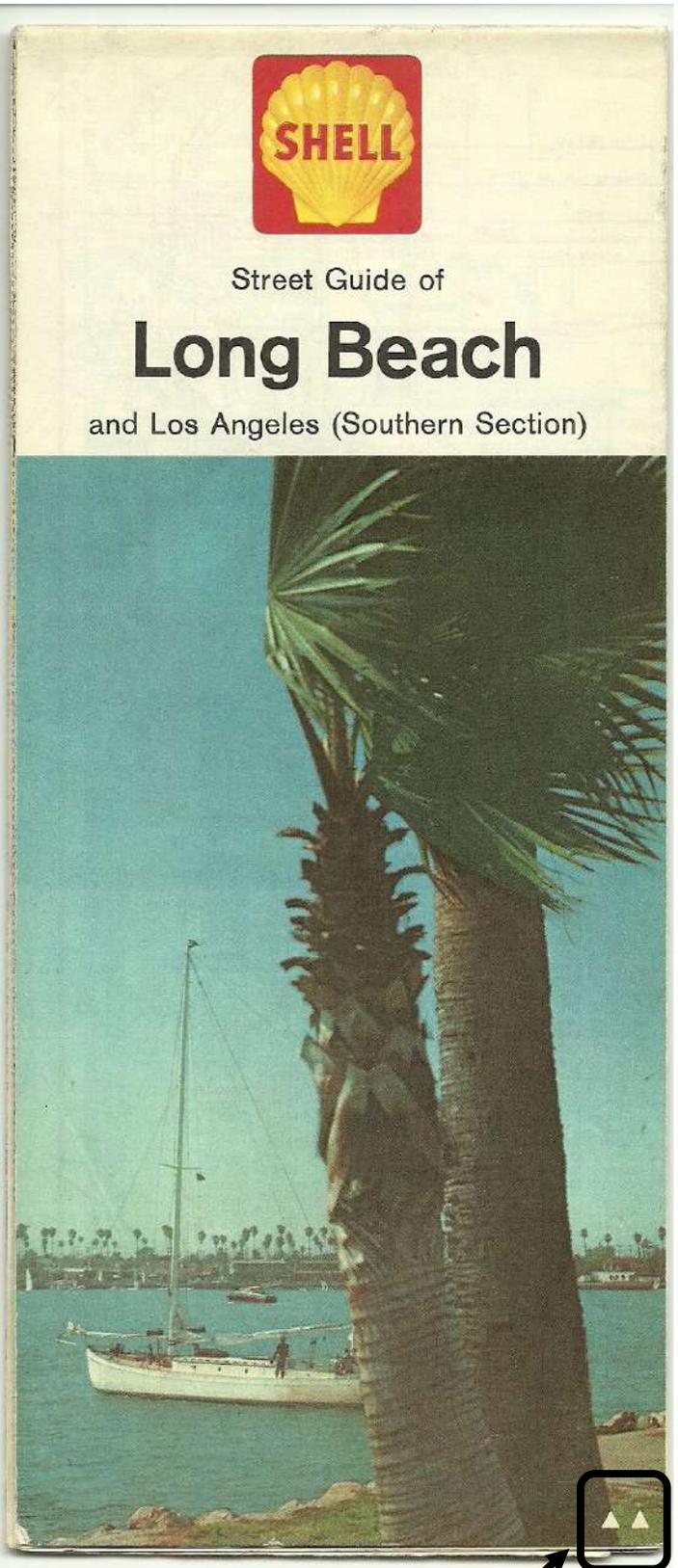
**Wisconsin 1962**

Beginning in 1962 Shell changed to a pictorial cover that was appropriate to the area mapped. The identical cover was used on both the back and front from 1962 through 1966. Country scenes, landmarks, and buildings were photographed. Certain specific sites were named atop the right hand corner of the picture. Sometimes the same picture was used for every issue through 1972 as was the Wisconsin photo. Indiana, however, and others had the picture changed, usually beginning with the 1967 issue.

1962-1972, cont.



Michigan 1963



Long Beach 1964

It is extremely easy to differentiate the 1963 and 1964 maps. Each cover, front and back, had one small white triangle to denote the 1963 and two triangles for 1964.

1962-1972, cont.

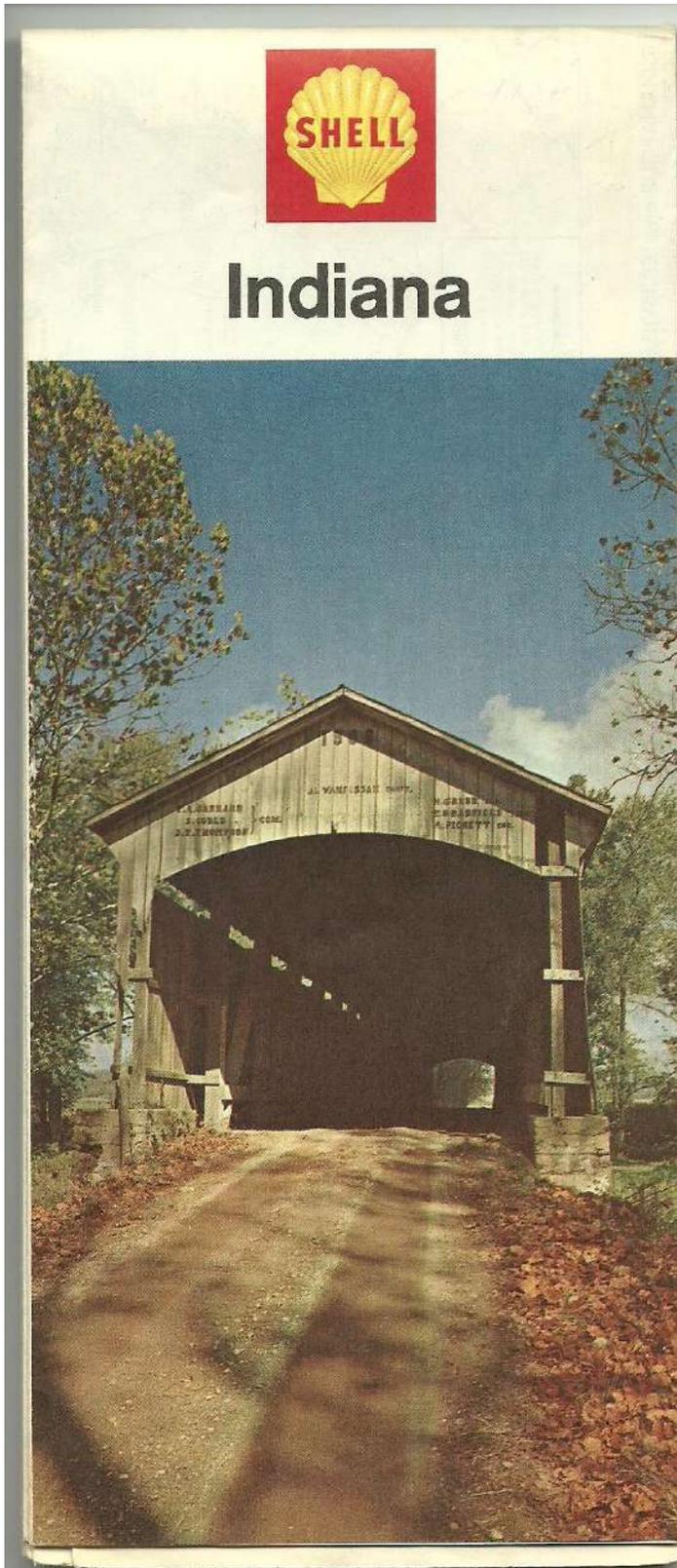


1962 Indiana

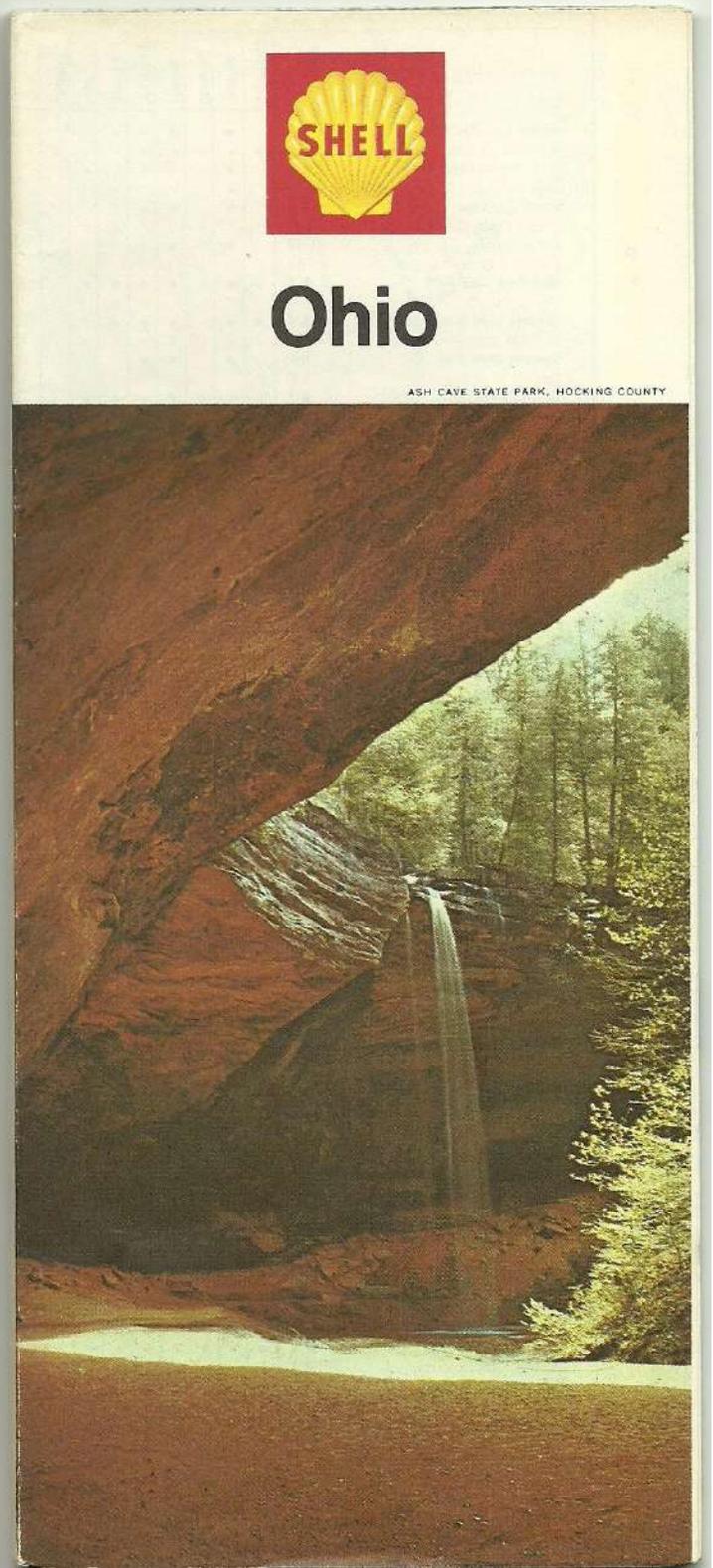
1965 Indiana

Shell stopped using the triangle notation. So, at first glance the 1962 and 1965 covers appear identical. But note the Shell logo at the top of the map.

1962-1972, cont.



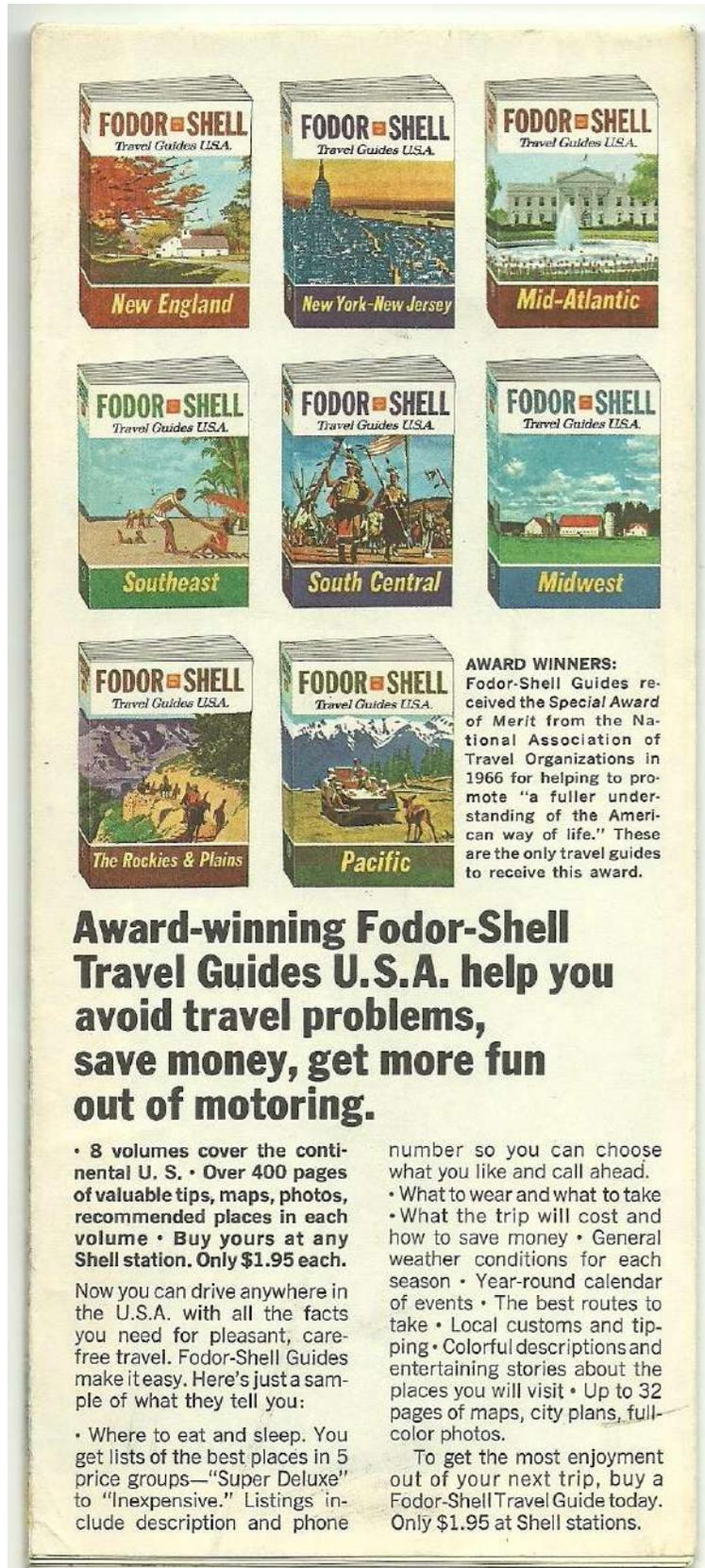
1967 Indiana



1967 Ohio

Starting in 1967, only the front cover had a photograph. Note that Indiana showed a new picture while Ohio, like many others, used the same as in previous years.

## 1962-1972, cont.



The advertisement displays eight Fodor-Shell Travel Guides U.S.A. covers arranged in three rows. The top row includes 'New England', 'New York-New Jersey', and 'Mid-Atlantic'. The middle row includes 'Southeast', 'South Central', and 'Midwest'. The bottom row includes 'The Rockies & Plains' and 'Pacific'. Each cover features a distinct illustration representing its region. To the right of the bottom row, a text block titled 'AWARD WINNERS:' describes the Special Award of Merit received from the National Association of Travel Organizations in 1966.

**AWARD WINNERS:**  
Fodor-Shell Guides received the Special Award of Merit from the National Association of Travel Organizations in 1966 for helping to promote "a fuller understanding of the American way of life." These are the only travel guides to receive this award.

### Award-winning Fodor-Shell Travel Guides U.S.A. help you avoid travel problems, save money, get more fun out of motoring.

- 8 volumes cover the continental U. S. • Over 400 pages of valuable tips, maps, photos, recommended places in each volume • Buy yours at any Shell station. Only \$1.95 each.

Now you can drive anywhere in the U.S.A. with all the facts you need for pleasant, care-free travel. Fodor-Shell Guides make it easy. Here's just a sample of what they tell you:

- Where to eat and sleep. You get lists of the best places in 5 price groups—"Super Deluxe" to "Inexpensive." Listings include description and phone number so you can choose what you like and call ahead.
- What to wear and what to take
- What the trip will cost and how to save money • General weather conditions for each season • Year-round calendar of events • The best routes to take • Local customs and tipping • Colorful descriptions and entertaining stories about the places you will visit • Up to 32 pages of maps, city plans, full-color photos.

To get the most enjoyment out of your next trip, buy a Fodor-Shell Travel Guide today. Only \$1.95 at Shell stations.

## 1967 Back covers

This advertising promotion appeared only on the 1967 backs.

1962-1972, cont.



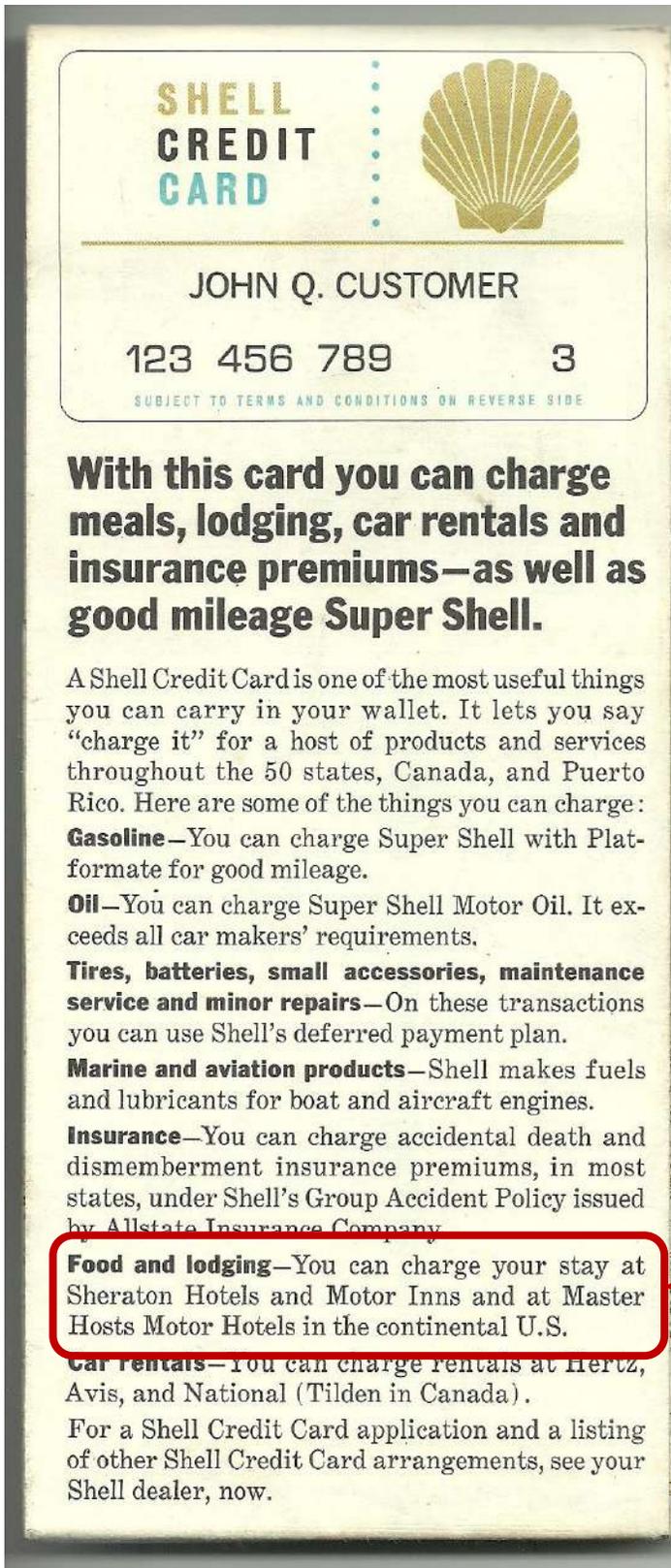
The cities listed sometimes varied from year to year for the same state.

1968-72 Front Covers

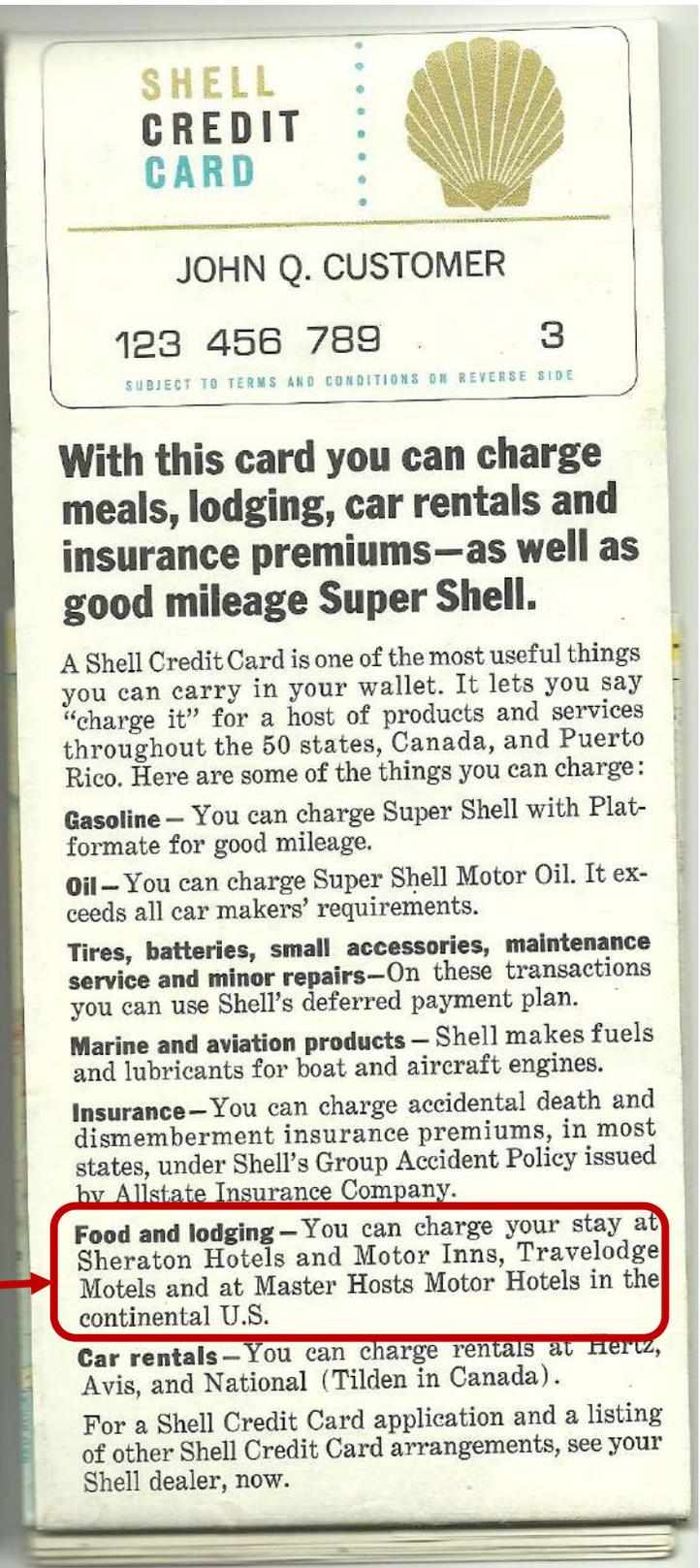
1968 Back Covers

The 1968-1972 front covers were somewhat different from the preceding photo covers with urban areas specially mapped listed under the maps' titles.

1962-1972, cont.



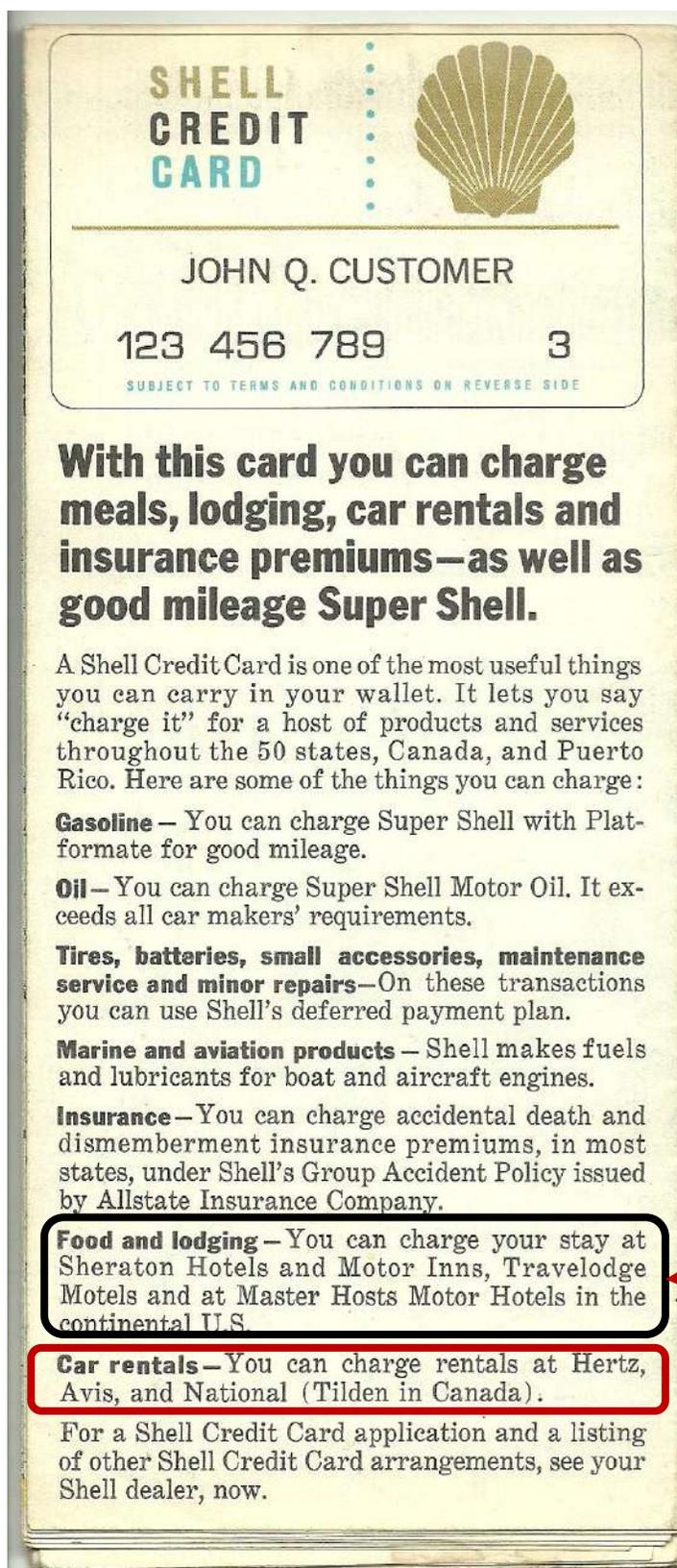
1968 Back Covers



1969 Back Covers

The 1969 back cover contained one small variation. Travelodge Motels was added to the food and lodging section. This changed the text layout a bit.

## 1962-1972, cont.



1969 Back Covers



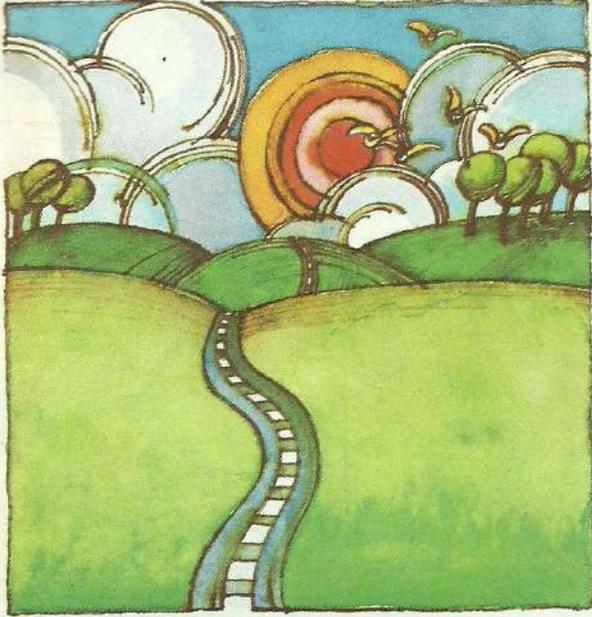
1970 Back Covers

In 1970 another motel chain, Rodeway Inns, was added to the food and lodging list. Space likely necessitated removal of the car rentals section.

1962-1972, cont.

Please join in helping to keep America beautiful by not littering the highways.

Just a little extra care and consideration will help.



When you're going places take along a Shell Credit Card.

Good at Shell stations in the continental U.S.A., Hawaii and Canada.

If you haven't got a Shell Credit Card, see your Shell dealer for an application. You'll enjoy your travels more when you're not carrying more cash than necessary. And the card is good for a host of services:

**Gasolines** — Shell, Super Shell and non-lubricated Shell of the Future gasolines with TCP/2 to help keep your car in tune for good mileage and few emissions.

**Motor Oil** — All our motor oils, including our Super X, the best oil Shell has ever offered for protecting engines.

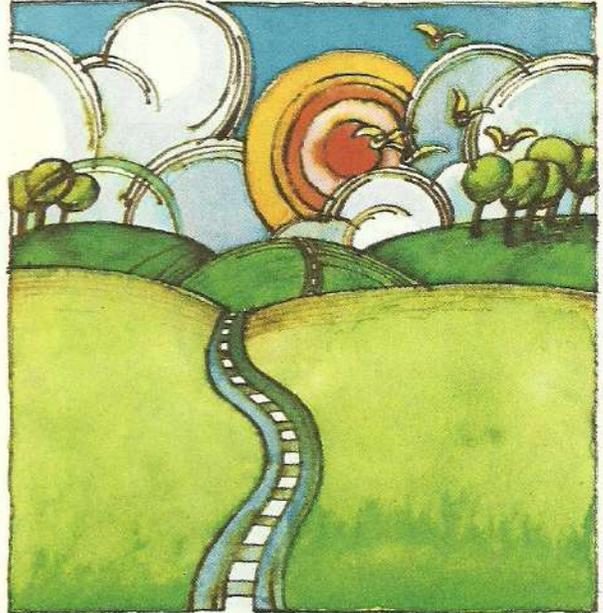
**Marine and Aviation** — Shell makes fuels and lubricants for boats and airplanes.

**Other Auto Necessities** — Shell's own tires, batteries, small accessories. Maintenance service and minor repairs. And in most states even insurance — ask about Shell's Group Accident Policy issued by Allstate Insurance Company.



Please join in helping to keep America beautiful by not littering the highways.

Just a little extra care and consideration will help.



When you're going places take along a Shell Credit Card.

Good at Shell stations in the continental U.S.A., Hawaii and Canada.

If you haven't got a Shell Credit Card, see your Shell dealer for an application. You'll enjoy your travels more when you're not carrying more cash than necessary. And the card is good for a host of services:

**Gasolines** — One of Shell's three grades is Shell of the Future car . . . Shell products perform. All our motor oils, including Shell Super X, the best oil Shell has ever offered for protecting engines.

**Marine and Aviation** — Shell makes fuels and lubricants for boats and airplanes.

**Other Auto Necessities** — Shell's own tires, batteries, small accessories. Maintenance service and minor repairs. And in most states even insurance — ask about Shell's Group Accident Policy issued by Allstate Insurance Company.

**Extended Credit Terms** — Ask your Shell dealer for details.



This added section appeared on the later 1972 issues and was also used for early 1973s.

All 1971s—Early 1972 Backs

Late 1972—Early 1973 Backs

The added "Extended Credit Terms" section changed the overall layout.

# 1973-1975



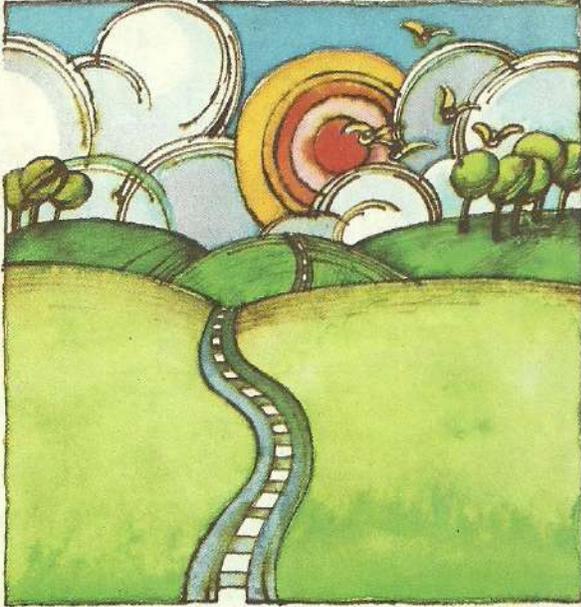
## 1973-1974 Front Covers

Psychedelic art made its debut in 1973 with covers redrawn in that current fashion. The cover image was appropriate for the area mapped but captions were never listed and the same drawing was used for both years. A few city maps for 1972 were similarly psychedelically styled but at this time it is not clear how often that occurred.

1973-75, cont.

Please join in helping to keep  
America beautiful by  
not littering the highways.

Just a little extra care and consideration will help.



**When you're going places  
take along a Shell Credit Card.**

Good at Shell stations in the continental U.S.A.,  
Hawaii and Canada.

If you haven't got a Shell Credit Card, see your  
Shell dealer for an application. You'll enjoy your  
travels more when you're not carrying more cash  
than is necessary. And the card is good for a  
host of products and services:

**Gasolines** — One of Shell's three grades is  
right for your car . . . Shell products perform.

**Motor Oil** — All our motor oils, including Shell  
Super X, the best oil Shell has ever offered for  
protecting engines.

**Marine and Aviation** — Shell makes fuels and  
lubricants for boats and airplanes.

**Other Auto Necessities** — Shell's own tires,  
batteries, small accessories. Maintenance service  
and minor repairs. And in most states even  
insurance — ask about Shell's Group Accident  
Policy issued by Allstate Insurance Company.

**Extended Credit Terms** — Ask your Shell  
dealer for details.



9618

Early 1973 Back Covers

*Enjoy the beauties  
of our land and be kind  
to the paths you travel.*



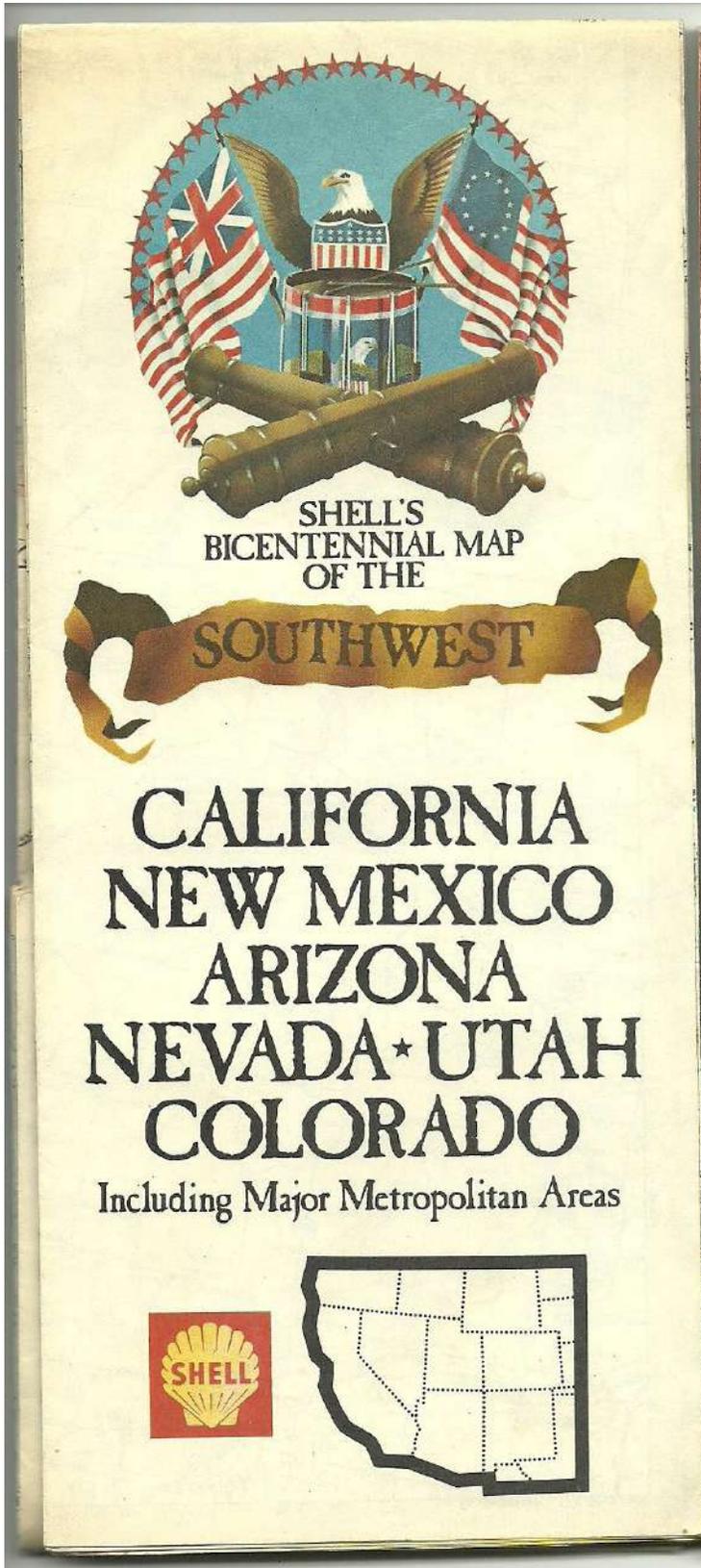
See Shell before you see the country.

Start out with the comfortable knowledge that your  
car is operating properly. Get it ready for the road  
at your neighborhood Shell station.

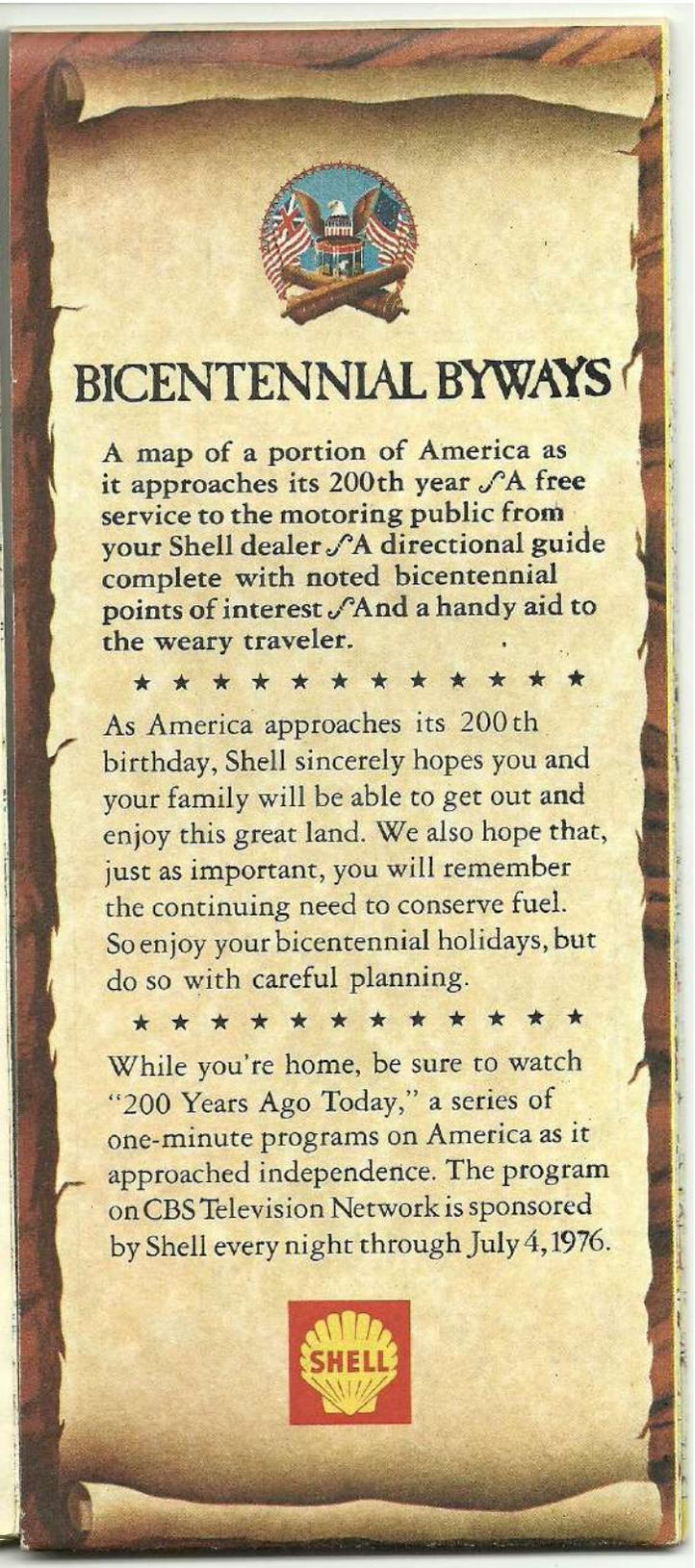
Then, for your motoring needs along the way,  
look for the great name of Shell.



Later 1973—All 1974 Backs



1975 Front Cover



1975 Back Cover

Shell completely redesigned the maps for the special Bicentennial issues as shown above. At this time no differently formatted 1975 maps have been spotted.