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Panhard And Levassor Advertising Letter Opener - Circa 1900-1914



280 EUR

Period : 20th century

Condition : Bon état

Material : Bronze

Length : 20

Height : 4

Description

Dimensions Height: approx. 4 cm Length: approx. 20cm Weight: 470 grams Material Bronze with bronze patina. A few scratches on the blade

Amusing little advertising object dating from the heroic beginnings of the automobile, and the beginnings of advertising. Remembrance of a bygone era when everything had yet to be invented...
Panhard & Levassor was the world's leading automobile manufacturer. Founded in 1891 in Paris, the brand became famous for its vehicles, its technical innovations, but also because it won in 1894 (ex aequo with Peugeot) the first car race in history! Organized by the Petit Journal, this race took place over 126 km, between Paris and

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Rouen. The regulations stipulated that they had to be horseless carriages which should not exceed 12.5 km/hour. The Panhard had crossed the finish line a little less than 7 hours after the start.

To go further:
http://lestresorsdegamaliel.com/sculptures/361-coupe-papier-publicitaire-panhard-et-levassor.html