

## Prix du gaz en 1939



En 1918 vous pouviez acheter une maison pour 1 300 € !



Auto promotion pendant la grande dépression 1930

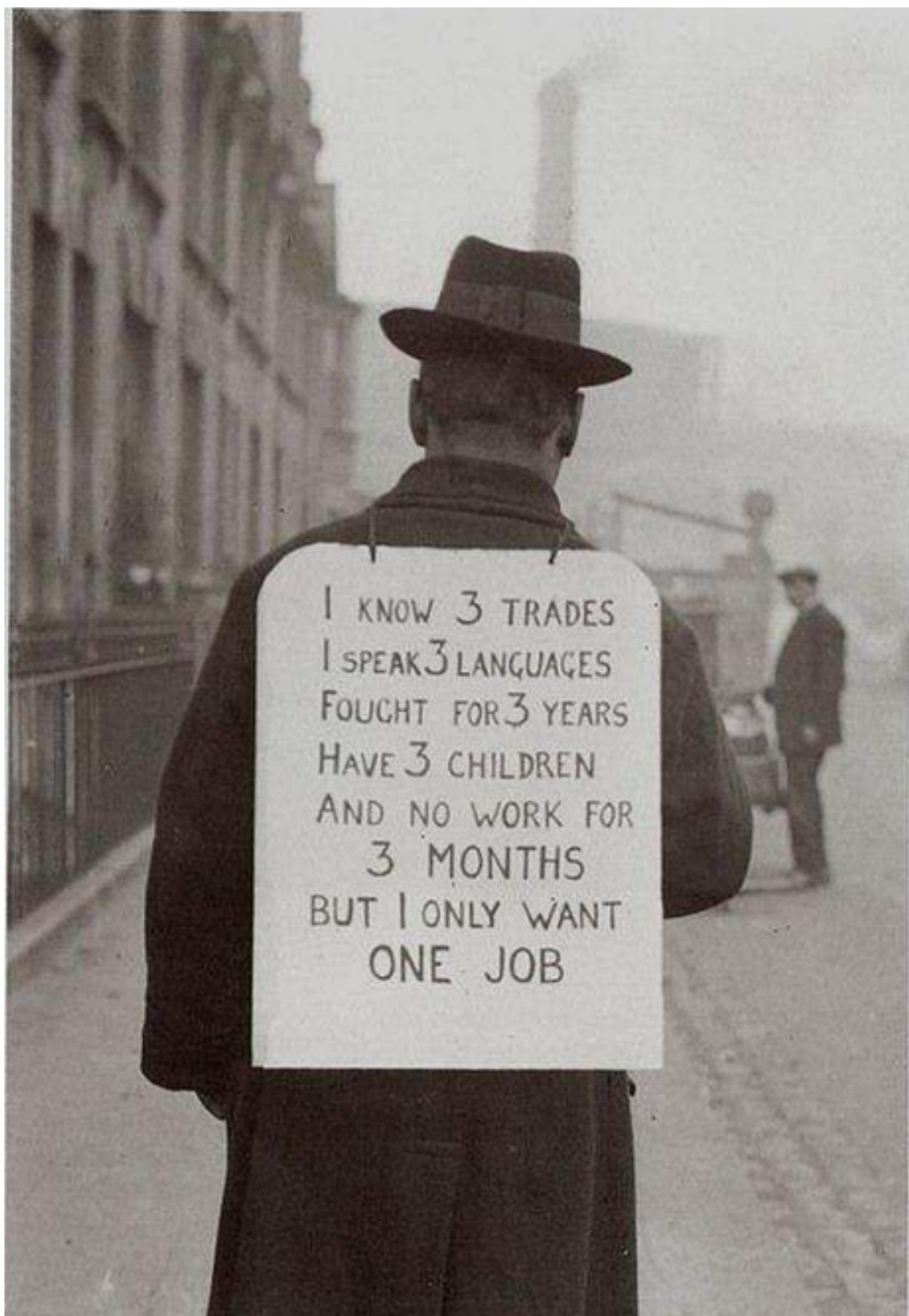
Je connais 3 métiers,

Je parle 3 langues,

J'ai combattu pendant 3 ans,

J'ai 3 enfants et pas de travail depuis 3 mois,

mais je cherche seulement 1 emploi.



I KNOW 3 TRADES  
I SPEAK 3 LANGUAGES  
FOUGHT FOR 3 YEARS  
HAVE 3 CHILDREN  
AND NO WORK FOR  
3 MONTHS  
BUT I ONLY WANT  
ONE JOB

# Modèles Plymouth et leurs prix en 1958

**Plymouth**

**SUBURBAN** \$2432. (15,625 BLT.) 3M Dr. Lyst Suburban—4 door, 6 passage

**PLAZA** \$2028. (1958 IS FINAL YEAR FOR PLAZA SERIES.) The Plaza 4 door Premier Coupe (1472 BLT.)

**SAVOY** \$2305. (67,933 BLT.) The Savoy 4 door Sedan

**SPORT SUBURBAN** \$2160. UP (23,170 BLT.)

**BELVEDERE** \$2762. (49,124 BLT.) The Belvedere 4 door Sedan

**FURY** \$3067. (5303 BLT.)

**7.50 x 14 TIRES BELVEDERE (8.00 x 14 ON 9-PASS. WAGONS and FURY HIT)**

**newest engine—"Golden Commando V-8" (with ELECTRONIC FUEL INJECTION)**

**SILVER SPECIAL (RARE!) (PLAZA)**

**PRICE RANGE \$2028.~2900.**

**TOTAL 1958 PRODUCTION: 366,758**

**58 new GRILLE**

**230 cid 6 (132 hp @ 3600)**

**318 cid V8 (225 or 250 hp @ 4400)**

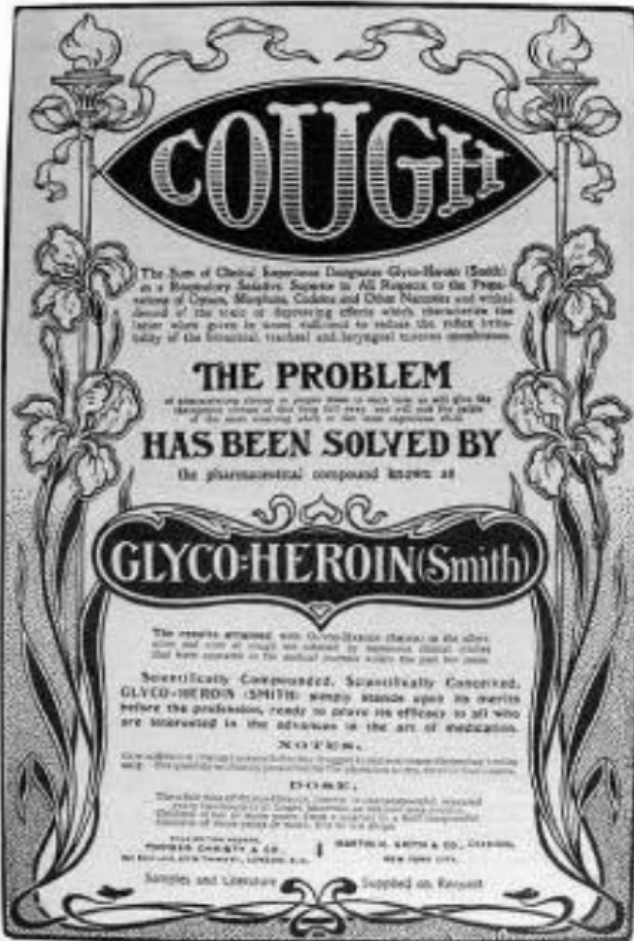
**350 cid V8 (305 or 315 hp @ 5000 RPM)**

**INSTRUMENT CLUSTER**

**4 HEADLIGHTS**

**Remodeling 58 NOTE SPECIAL SIDE TRIM**

En 1898, Bayer commença la production en masse d'héroïne pour la toux et les coups de froid



Un homme pendant la grande dépression 1932

Je cherche, urgent :  
une corde solide pour me pendre,  
ou  
un appartement non meuble pour :  
ma femme,  
mon enfant pas encore né,  
et moi-même.

WANTED  
URGENTLY

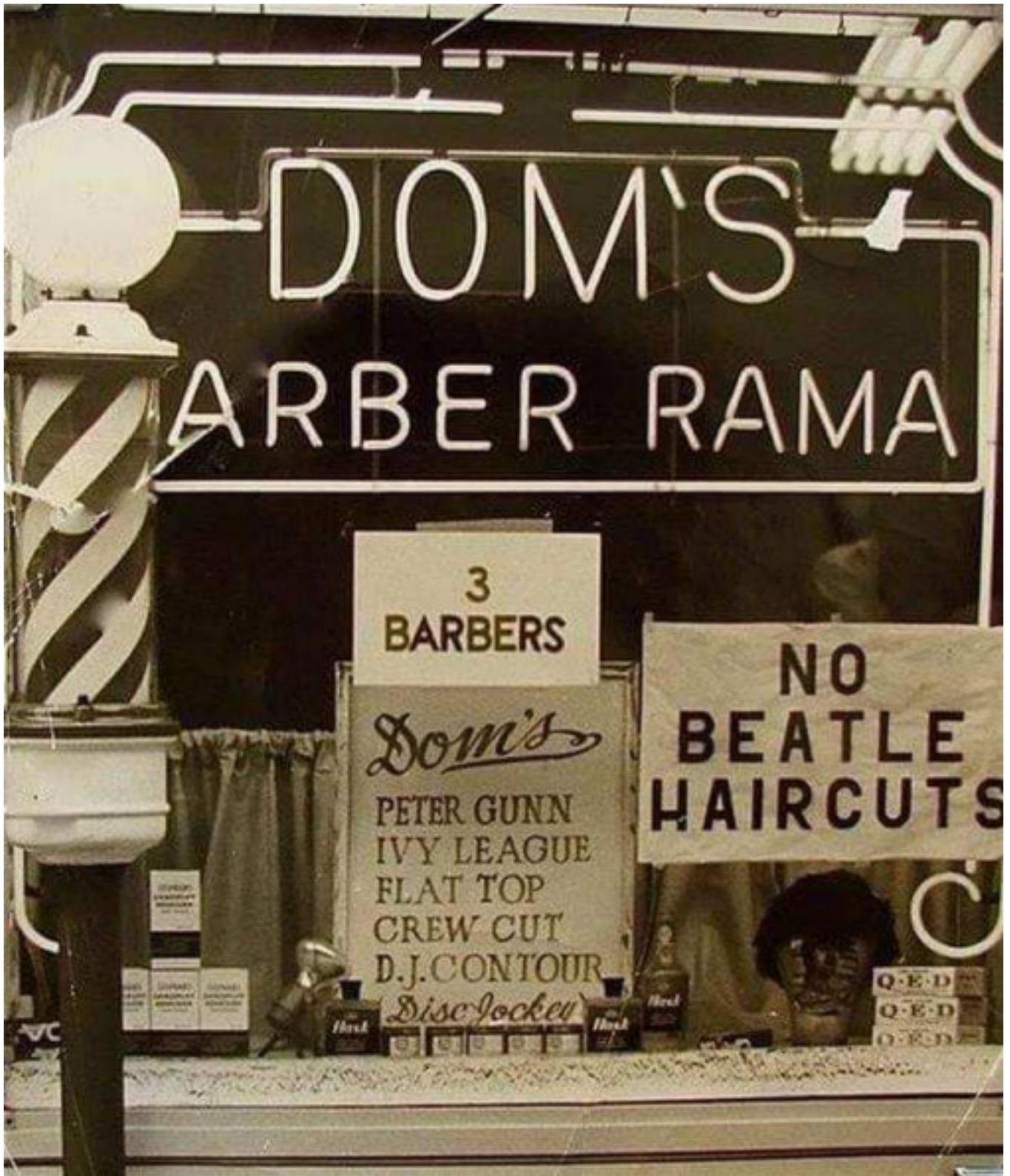
a strong rope  
to hang myself

alternatively

unfurnished accommodation  
for my wife  
unborn child  
and myself



Coiffeur  
Pas de coupe Beatle ! (1965)



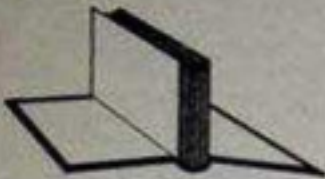
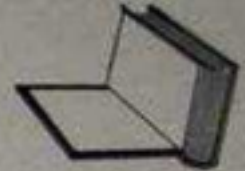
Instructions pour ouvrir un nouveau livre

# How to Open a New Book



Place the book with its back on a table.

Let the front cover down.



Then the back cover.

Then open a few leaves in front.

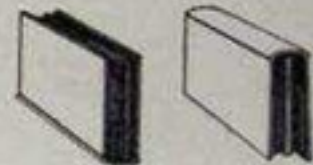


Then a few at the back, alternating front and back,

gently pressing them down until the center is reached.



Do this two or three times in order to limber up the binding. Should you open the volume roughly or carelessly, you may break the back and cause the leaves to loosen.



**Never force the back**; if it does not readily yield, it is too tightly or strongly lined.

It needs gentle treatment, much the same as a machine needs lubricating.

**William Matthews**, the most famous bookbinder America has produced, in his *Modern Bookbinding Practically Considered*, relates the following incident:

“Many years ago an excellent customer of mine, a connoisseur, who thought he knew perfectly how to handle books, came into my office when I had an expensively bound book just completed, ready to be sent home. Taking the volume in his hand, and, holding the leaves tightly together (instead of allowing them full play), he violently opened it in the center, exclaiming: ‘How beautifully your bindings open!’ I almost fainted. He had broken the back of the volume, and it had to be rebound.”

**Moral:** Even a well-bound book may be easily ruined at the first opening.

Juifs protestant contre leur déportation vers l'Allemagne





Publicité agence matrimoniale, 1889

**MARRIAGE BROKER**

**♥ THE HALCYON ♥**  
**MATRIMONIAL CO.**

"Gentle folks, matrimonially inclined,  
A mate at Halcyon they shall find  
To whom the golden chain will bind."

**Our Pioneer**  
Matthew St. George  
Jefferson

**Abner Verne**  
Composed by Sarah  
Jefferson

• Southern gentleman "abandoned" in San Francisco offers hand to lady of mature years who will "rescue" him by attending his return East. Realizes poverty in pleasant immediate vicinity and is allowed.

• Desires, while under 27 years, who will offer love and attention by himself alone, but regarding the many railroads and mining properties he owns all or partly paid for.

In the interests of humanity, it is the duty of all locations where persons of breeding assemble to post this notice in a good position. The matrimonial brokers pictured are but a few in our files—write for more complete details.

**RATES**

Those wishing spouses East of Mississippi . . . \$10  
Females wishing to migrate to Western Area . . . \$15  
Males residing West of Mississippi \$200 . . . \$25

**A Deposit Of \$10 With  
Balance Payable At Nuptials.**

• Bereaved when her husband passed on, she is grieved lady to the stage to try and forget. Realizing the error of her ways, she wishes to form a second alliance with a Christian gentleman of some means.

• Devotion and duty to family overtook this still handsome New Englander from getting an earlier marriage. His firm persistence results a loose lady who then to be ordinary each of the line.

• Custom gentleman of wealth and high position, will marry a few American ladies of refinement.

• Shows above is a group of honest, temperate men who dwell in a Southern town that has over 2000 males to every female. We receive honorable inquiries from gentlemen of breeding such as these, who have gone West and settled in thriving communities.

• Delicate mother of influential family will marry young man with distinguished bearing and good complexion. Curly hair preferred.

Address All Communications To New York City, New York

— January 1, 1899

Mister Merry joue avec un briquet jouet et des cigarettes en  
chewing-gum en 1960



Le cout de la vie en 1938

# 1938 COST OF LIVING

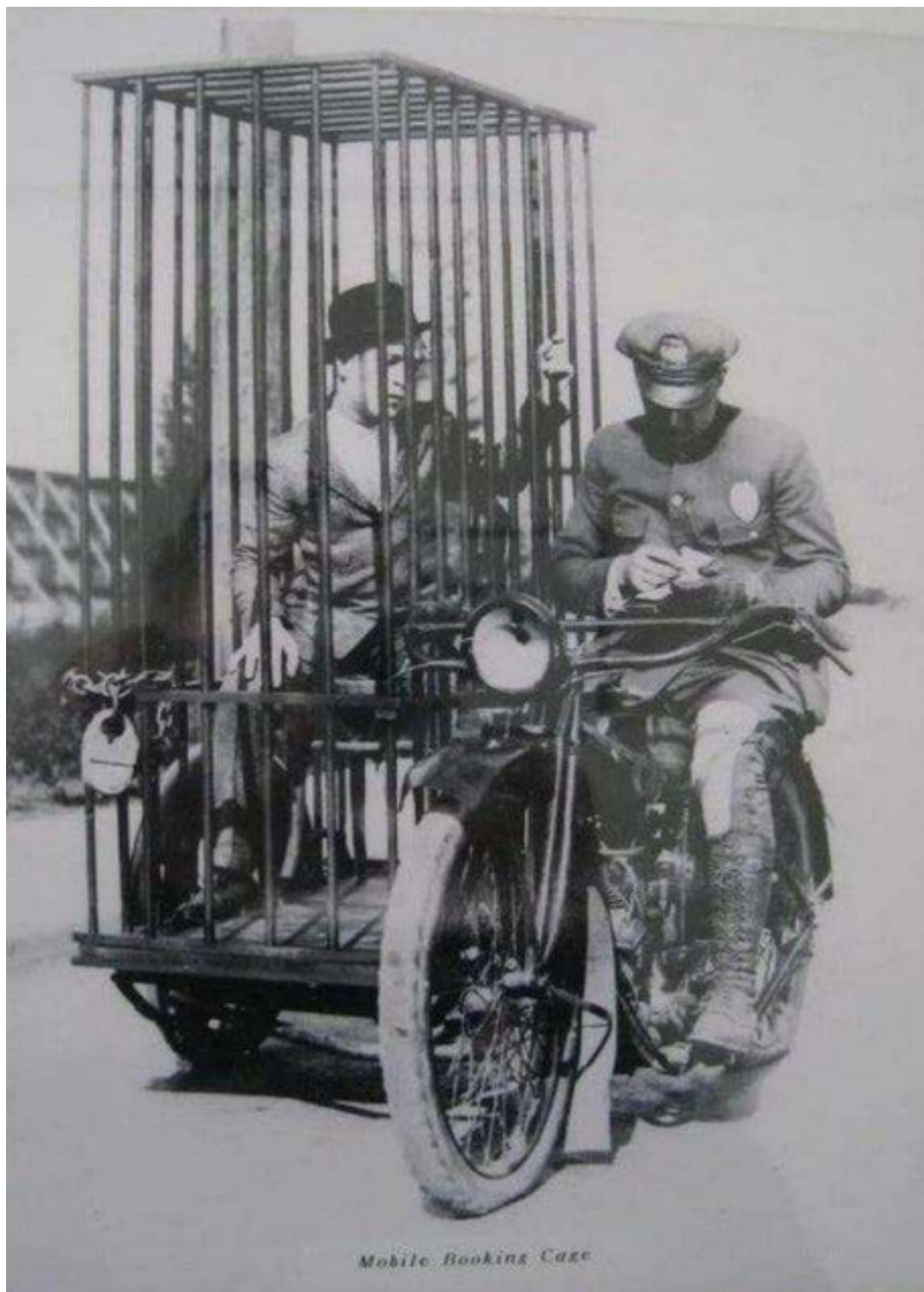
## LIVING

New House	\$3,900.00
Average Income	\$1,731.00 per year
New Car	\$860.00
Average Rent	\$27.00 per month
Tuition to Harvard University	\$420.00 per year
Movie Ticket	25¢ each
Gasoline	10¢ per gallon
United States Postage Stamp	3¢ each

## FOOD

Granulated Sugar	59¢ for 10 pounds
Vitamin D Milk	50¢ per gallon
Ground Coffee	39¢ per pound
Bacon	32¢ per pound
Eggs	18¢ per dozen

Harley Davidson cellule mobile, 1920



Ils ne mâchent pas leurs mots avec cette pancarte antitabac en 1915

L'USAGE DU TABAC. SOUS QUELQUE FORME QUE CE SOIT,

EST UNE MALADIE DÉGOÛTANTE, DÉGRADANTE.

AUCUN GENTLEMAN NE CONSOMMERA

DE TABAC DANS CETTE VILLE

VOUS N'AVEZ PLUS LE DROIT DE POLLUER

AVEC LA FUMÉE DU TABAC,

L'ATMOSPHÈRE QUE LES GENS PROPRES DOIVENT RESPIRER.

VOUS N'AVEZ LE DROIT DE CRACHER DANS L'EAU

QU'ILS DOIVENT BOIRE.

ARRÊTE, IDIOT.

AVANT DE RÉCOLTER LE CANCER DU FUMEUR

LA PARALYSIE OU L'UNE DES NOMBREUSES AUTRES

MALADIES CAUSÉES PAR L'UTILISATION DE  
DE CE TRUC SALE, DÉGOÛTANT ET PUANT !



Solde de costumes pour hommes, 1920



Just Divorced in 1934





Publicité Philip Morris pour ses cigarettes, 1952

Smart young Americans are changing  
to PHILIP MORRIS ***-WHY DON'T YOU?***



**SMOKE FOR  
PLEASURE**  
*today-*

**NO CIGARETTE  
HANGOVER**  
*tomorrow!*



**"I LOVE LUCY"**  
Don't miss America's  
top TV show with  
Lucille Ball and Desi  
Arnaz. Every week  
over CBS.



*Remember:* PHILIP MORRIS is made  
differently from any other leading  
brand. And that difference is your guarantee of  
tasty mildness, rich flavor, pleasant aroma.  
No wonder more smokers have switched to  
PHILIP MORRIS, in the past 5 years, than to all  
other leading brands combined!



**CALL FOR PHILIP MORRIS**

You'll be glad tomorrow . . . you smoked PHILIP MORRIS today!

Comment les bébés voyageaient dans les années 60



En 1947 on utilisait les rayons X pour les opérations !



Un sequoia géant de plus de 100 m de haut, 1892



Le premier cinéma drive-in de Californie en 1951



Premieres TV : pub General Electric, 1952



It's LIFELIKE! It's REAL! On this new 17<sup>inch</sup> G-E!

You'll feel it's real too, when you see the picture on this stunning new 17" G-E! Clarity, detail, sharpness are breath-taking! You enjoy startlingly true-to-life TV, direct result of all the improvements combined exclusively in G-E Black-Daylite Television. And—G-E pictures are so big, close-ups are actually life-size! G-E Automatic Sound—you tune *only* the picture—the sound is right every time. G-E built-in antenna. Hand-rubbed cabinet, veneered in richly grained genuine mahogany for enduring beauty. Backed by General Electric, a name you can always believe in. See exquisite new Model 17C105 today.

General Electric Company, Electric Park, Syracuse, N. Y.



**BLACK-DAYLITE TELEVISION**

Look,  
It's Lifelike!  
It's Life-size!



*You can put your confidence in—*

**GENERAL  ELECTRIC**

©1952, General Electric Co., Syracuse, N. Y.

