

History Hidden in the Paper World of EPHEMERA

If you've driven in a car, you've used gasoline power and if you've turned on a light, you've used electric power. But have you ever used goat power?

A hundred years ago, few people used electricity and gasoline in Vermont. On the farm, animal power shelled beans, threshed grain, and churned cream into butter. The animal walked on a treadmill, which, in turn, moved the machine. Dogs, sheep, and goats separated cream and churned. Horses powered grain-threshers and saws.

Vermont companies made and sold the animal-powered farm machines advertised here. These advertisements are one kind of ephemera, notices printed to be read and then thrown away.



Gentlemen: — It gives me great pleasure to speak a word of praise for your "Ideal" Dog Power. We run a De Laval Separator with "Nero," a handsome St. Bernard dog, weighing 142 pounds, with the best success, separating the milk from 20 to 25 cows. Do not think there would be any power equal for this purpose. I do not hesitate to say your power is a model of perfection.

Very truly, James S. Hayward

How do you think "Nero" felt about this? Could your dog do any of your chores for you?

... THE ...

IDEAL

Dog, Sheep

OR Goat Power

C. E. Lane, Agent,
Highlandston, Mass.

Cream separator with a sheep on the treadmill.