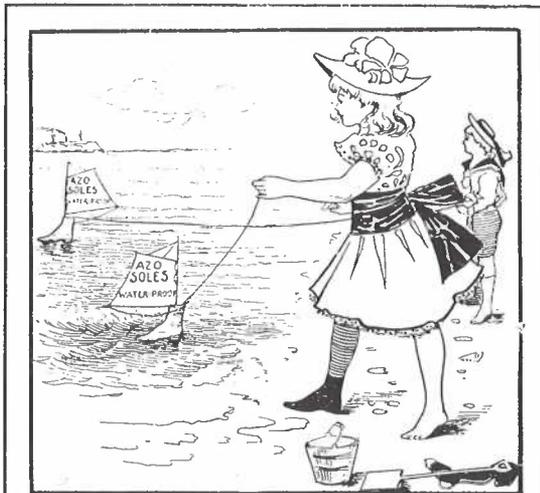


History Hidden in the Paper World of EPHEMERA

Although young Vermonters of the 1700s and early 1800s went barefoot in the summer and much of the spring and fall, they wore shoes in winter. A pair of these shoes, cut from cowhide and sewn by hand, had no left or right. The two shoes were exactly alike, and kids switched them from one foot to the other. Later, the Industrial Revolution brought many kinds of factory-made shoes, which were shaped for right and left feet. Here are some shoe and boot advertisements. They are one kind of ephemera, notices printed to be read and then thrown away.



Time, pictured here as an old man with a beard and scythe, cannot harm this shoe. Will people believe this?



HAVE you seen the new thing in Shoes made by the LINCOLN SHOE CO. of Worcester, Mass.? They have a **Waterproof Sole** called the **AZO**. They are made for all grades and conditions of people and everybody is wearing them. They keep the feet dry without rubbers, wear longer and are more comfortable than other shoes. They are the best shoe on earth for Men, Women and Children. For school Boys and Girls they are the perfect thing. The next pair you get, try the **AZO**. Sold by

J. H. McLOUD & CO., Hardwick, Vt.

THE FELT PRINT.

NO MORE RUN-OVER HEELS!

LYON'S
PATENT
METALLIC HEEL STIFFENERS

PREVENT
BOOTS and SHOES
FROM
RUNNING OVER

Wearing off on the Side, and
Ripping in the Seams.

25 cts. BUYS A PAIR,
AND
Makes a Boot or Shoe last
TWICE AS LONG,
And Easy to the Feet.

How much do these boots cost? How much would they cost today?

Why does this company show a girl and boy using their shoes as sailboats?