

# Step Back in Time: Discover the Hidden History of New Haven Through Its Forgotten Advertisements

SAN FRANCISCO, CA, UNITED STATES, December 12, 2024 /EINPresswire.com/ -- New Haven, MO – Local historian and author [Randy Schwentker](#) invites readers to embark on an extraordinary journey into the rich history of New Haven with the release of his captivating [book, \*The Pictorial History of New Haven Missouri\*](#). This meticulously crafted volume shines a spotlight on an often-overlooked aspect of local history—advertising artifacts from the businesses and organizations that shaped the identity of this vibrant community.

From the rustic simplicity of hand-marked wooden crates to the vivid lithographs adorned with “Purdy Ladies” and elaborate lettering, Schwentker’s book offers a window into the entrepreneurial spirit of New Haven’s past. Readers will discover how these artifacts not only advertised goods and services but also preserved the stories of a town built on hard work, ingenuity, and community.



## A Comprehensive Look at New Haven’s Advertising Legacy

### Table of Contents Highlights:

Schwentker’s book is a treasure trove for collectors, historians, and curious readers alike. The carefully curated chapters guide readers through an impressive array of advertising relics, categorized for easy exploration. From “Calendars” and “Pens and Pencils” to “Signs” and “Smoking Related” memorabilia, each chapter reveals the creativity and resourcefulness of New Haven’s business owners.

### Unique features include:

- Hand Fans Parts 1–3: A glimpse into how businesses creatively used functional items for advertising.
- Hebbeler’s Ice Cream and Bottling Company: A nostalgic trip to cherished local institutions.
- Miscellaneous Give-a-Ways: Items that were once everyday tokens but are now prized

historical artifacts.

The electronic version of the book adds a modern convenience—clickable links within the table of contents make navigation seamless, allowing readers to jump directly to their topics of interest.

#### The Author's Vision: Bringing the Past to Life

In the foreword, Schwentker sets the stage for the reader, explaining his passion for preserving the overlooked relics of New Haven's history. Unlike traditional historical accounts, this book offers a fresh perspective by showcasing the evolution of advertising in a small-town setting. Schwentker writes, "Early advertising was extremely crude but was improved upon as these businesses thrived... As the years passed, some of this advertising became recognized icons of early Americana."

This thoughtful approach ensures the book is not merely a catalog of items but a meaningful reflection on how advertising shaped—and was shaped by—the community it served. Schwentker captures the resilience of past generations, from Depression-era thriftiness to the enduring appeal of well-crafted advertisements.

#### Why This Book Matters Today

Schwentker's work goes beyond nostalgia; it's a call to action for communities to preserve their local histories. Many of the artifacts featured in the book were saved by individuals who saw value in what others discarded. In today's "throw-away society," Schwentker's book challenges readers to reconsider what they deem worthy of preservation.

The book also emphasizes the universality of advertising as a storytelling medium. While focused on New Haven, the themes resonate far beyond its borders, inviting readers to reflect on their own hometowns and the memories tied to local businesses.

#### Stories Behind the Artifacts

Among the book's many highlights are the personal anecdotes and historical insights that breathe life into the artifacts. Schwentker recounts the joy of discovering forgotten treasures in attics, basements, and barns, and he marvels at the journeys these items have taken—from local businesses to far-flung collectors who eventually return them to their place of origin.

One particularly evocative section delves into "Calendar Plates and Crocks," illustrating how these everyday items became cherished mementos. Another explores the creative marketing strategies of distilleries, breweries, and wineries, revealing how these industries contributed to the town's growth.

#### A Visual Feast

Beyond the historical narrative, the book is a feast for the eyes. Lavishly illustrated with photographs of the advertising artifacts, it showcases their vibrant colors, intricate designs, and

the craftsmanship of a bygone era. Readers will find themselves poring over the details of each piece, from the elegant fonts to the hand-painted embellishments.

#### A Resource for Collectors and Historians

While the book is not a price guide, it serves as an invaluable reference for collectors and historians. Schwentker's thorough documentation of surviving advertising pieces ensures that readers gain a comprehensive understanding of New Haven's commercial past. The inclusion of items from neighboring towns further enriches the narrative, highlighting their interconnectedness with New Haven's economy and culture.

#### Praise for the Book

Early readers have praised Schwentker's book for its engaging writing, meticulous research, and heartfelt tribute to New Haven. One reviewer remarked, "This isn't just a book about advertising; it's a love letter to a community and a way of life that deserves to be remembered."

#### A Vision for the Future

Schwentker's book is more than a historical record—it's a starting point for an ongoing project. He invites readers to join him in uncovering more pieces of New Haven's past, emphasizing that the directory will continue to grow as new artifacts come to light.

"I hope that this book will raise awareness in this and other communities to follow suit in preserving their rich and colorful advertising history," Schwentker writes. His vision extends beyond New Haven, inspiring readers to take a closer look at their own local histories.

#### About the Author

Randy Schwentker is a dedicated historian and lifelong resident of New Haven. His passion for preserving the town's history has led him to uncover countless artifacts and stories, culminating in this unique and invaluable directory. When he's not researching or writing, Schwentker can be found exploring local auctions, antique stores, and attics in search of the next hidden gem.

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