



Association of Environmental & Engineering Geologists San Francisco Bay Area Chapter

ANNOUNCING OUR JUNE 2017 MEETING:



The American Advertising Calendar Plate: A Window to America's Rural Past and Geologic Present.

By: David F. Hoexter REA, PG, CEG
Hoexter Consulting, Inc.
Palo Alto, CA.

MEETING DETAILS

Restaurant

Spice Monkey
1628 Webster Street
Oakland, CA
[Map](#)

Date and Time

Tuesday, June 13, 2017
6:00 pm—Social Hour and Sign-in
6:45 pm—Dinner
7:45 pm—Presentation

Cost: \$45 Members & Members spouses, \$55 Non-Members, \$20 Students

Menu: No advance menu choice requirement

Reservations: To RSVP, please fill out the [online form](#) by **12 PM, Monday, June 12.**

Driving Directions: Print turn-by-turn directions through [Google Maps](#)

Parking: Street parking in Oakland is free after 6pm. A small parking lot is available alongside the restaurant.

Transit Options: Just 2 blocks from the 19th street Oakland BART station. At 19th Street BART Station use the 18th Street exit, walk south on Broadway to 17th Street, turn left on 17th Street and walk two blocks to Webster Street. The restaurant is on the corner of 17th Street and Webster.

*Please RSVP in advance. Walk-ins are welcome, but not guaranteed. No shows will be charged.

See next page for abstract and speaker biography.



David Hoexter spotted his first advertising calendar plate at an antique show. It was dated 1910, and was a complimentary gift from a merchant from Berkeley, California, coincidentally his home town. Wanting to learn more, he went onto eBay, and has since documented more than 2000 plates presented by merchants to their customers located throughout the United States. David is a past President and the current Internet Administrator of the Transferware Collectors Club, and is the club's Pattern and Source Print Database Advertising Category Editor (advertising must be in his blood). In his spare time, David earns a living as an engineering geologist in the San Francisco Bay Area, having first (in 1975) been employed by Stauffer Chemical Company, which gave him the opportunity to work at many localities throughout the United States;

then by several national and local consultants; and finally, since 1992, by himself as Hoexter Consulting, Inc. He is a past San Francisco section/chapter chair, vice-chair, and secretary.

Abstract - For a few brief years early in the 20th century, peaking in 1910, American merchants provided their customers with small beautifully crafted printed American manufactured plates featuring a calendar, an image, and the merchant name and location. Of particular interest is that many of the merchants were located in isolated and very small towns, far from the centers of urban competition; yet, despite their isolation, they faced competition and gave their customers free and not inexpensive gifts in appreciation of their trade. Some of the towns no longer exist. Many of the plates are aesthetically pleasing, most commonly featuring nature scenes, flowers, animals, and beautiful women with and without elaborate hats. Thus far, we have documented over 2000 plates dated 1910 utilizing more than 239 patterns, from 1530 retailers in approximately that many towns from 47 states, Washington, D.C., Puerto Rico, and Canada. Emphasized in the presentation are many cultural, geographic, demographic, historical and in particular, geologic features of the rapidly growing nation.

Thank you for the RSVP! See you on [Tuesday, June 13, 2017!](#)