



Nearly Illegible


Being Dazed and Confused When
Looking at Acid Rock Posters

By Gracie Pall

My Thesis/Theme

- ◆ Exploring Psychedelic/Acid Rock Posters, their origins, and their distinguishing factors with the San Francisco Five
 - ? Typography
 - ? Appropriation of older graphics
 - ? Colors
 - ? Trippy Imagery

THE ELVIS PRESLEY SHOW
 STARRING
IN PERSON ★



ELVIS PRESLEY ★ ★ ★

WITH AN ALL STAR CAST
 THE JORDONAIRES
 PHIL MARAQUIN
 FRANKIE CONNORS
 BLUE MOON BOYS & Others


RCA Victor Recording Star
 HEAR HIM SING
 "HEARTBREAK HOTEL"
 "HOUND DOG"
 AND HIS OTHER GREAT
 RECORDING HITS

FLORIDA THEATRE
 JACKSONVILLE - FLORIDA
FRI · SAT AUG 10 - 11

Where we Are
 Coming From?

IN PERSON

"Lucille"



LITTLE RICHARD

"LONG TALL SALLY"
 "TUTTI FRUITI"

and his **ORCHESTRA**

GLOBE PASTER • BALTIMORE

SHOW AND DANCE

EAGLES BALLROOM

Seattle, Washington

From 9 p.m. to 1 a.m.

SAT. AUG. 31st



"School Days"

CHUCK BERRY

Plus . . .

LLOYD ★

"Oh Baby Doll" "Mabeline"
"Too Much Monkey Business"
"Deep Feeling"

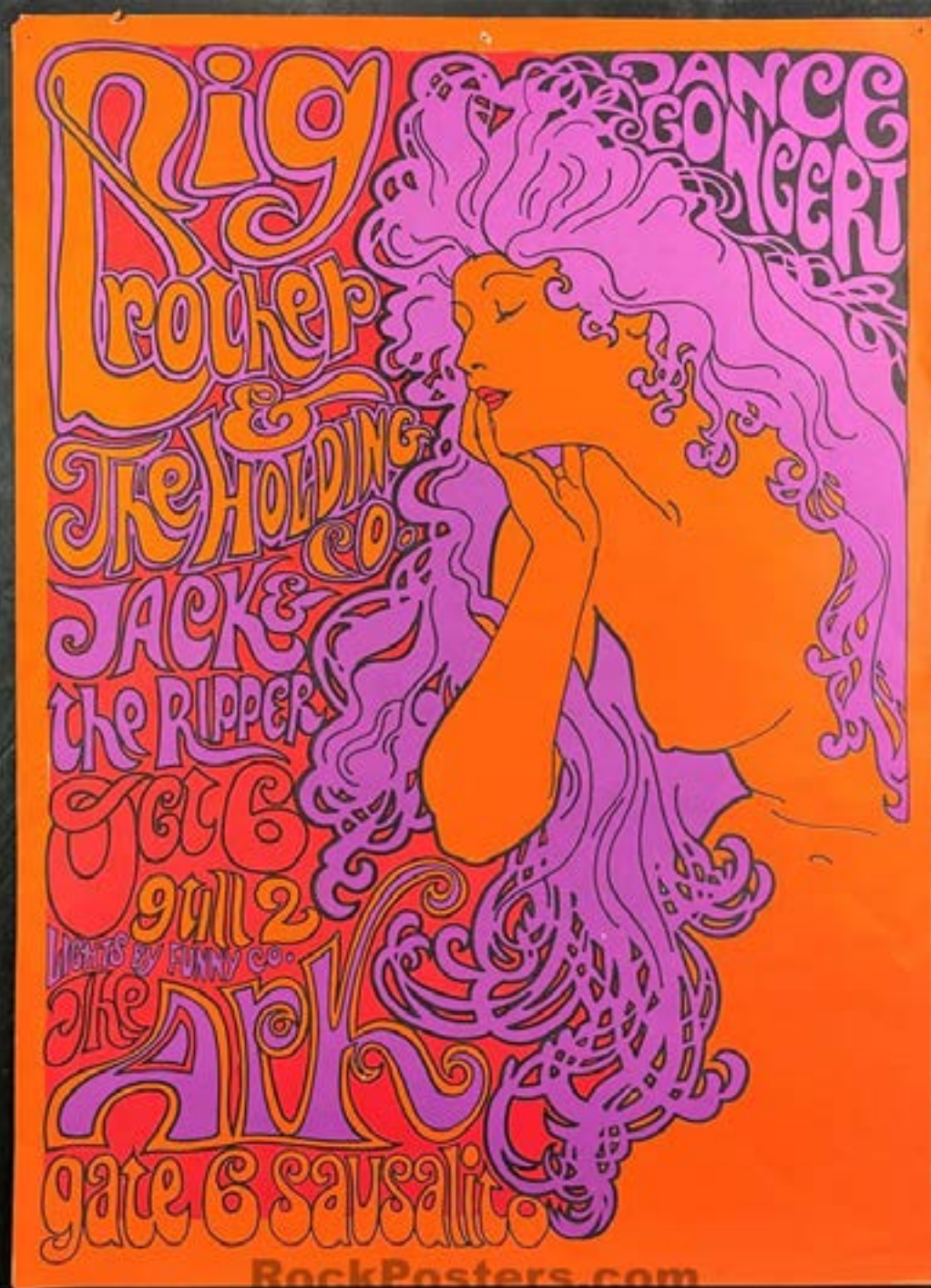
PRICE

and his

ORCHESTRA

"Just Because" "Walking The Track"
"Lawdy Miss Clawdy" "Forgive Me Clawdy"





Big Brother and the Holding Company Poster by John Lichtenwalner 1967

The First Psychedelic Rock Poster

“The Seed” by George Hunter 1965

Band:

The Charlatans





Introduction of LSD

Drugs and Rock N' Roll

“Wilson took LSD at the Festival and was impacted by the music, the scene, and the sensuous free-love sensibilities of the hippie ethos. His posters quickly evolved to match the flowing, tripping, improvisational nature of the developing psychedelic music -- or “acid rock” -- and his lettering began to protrude, extend, and squeeze into every available space, mimicking and reflecting the totality of the psychedelic experience.”

- Bahr pg 47



Wes
Wilson
1937-2020



The First True Psychedelic Rock Poster

“The Association Poster” by Wes
Wilson Jul 22, 1966

Fillmore Auditorium

Band:

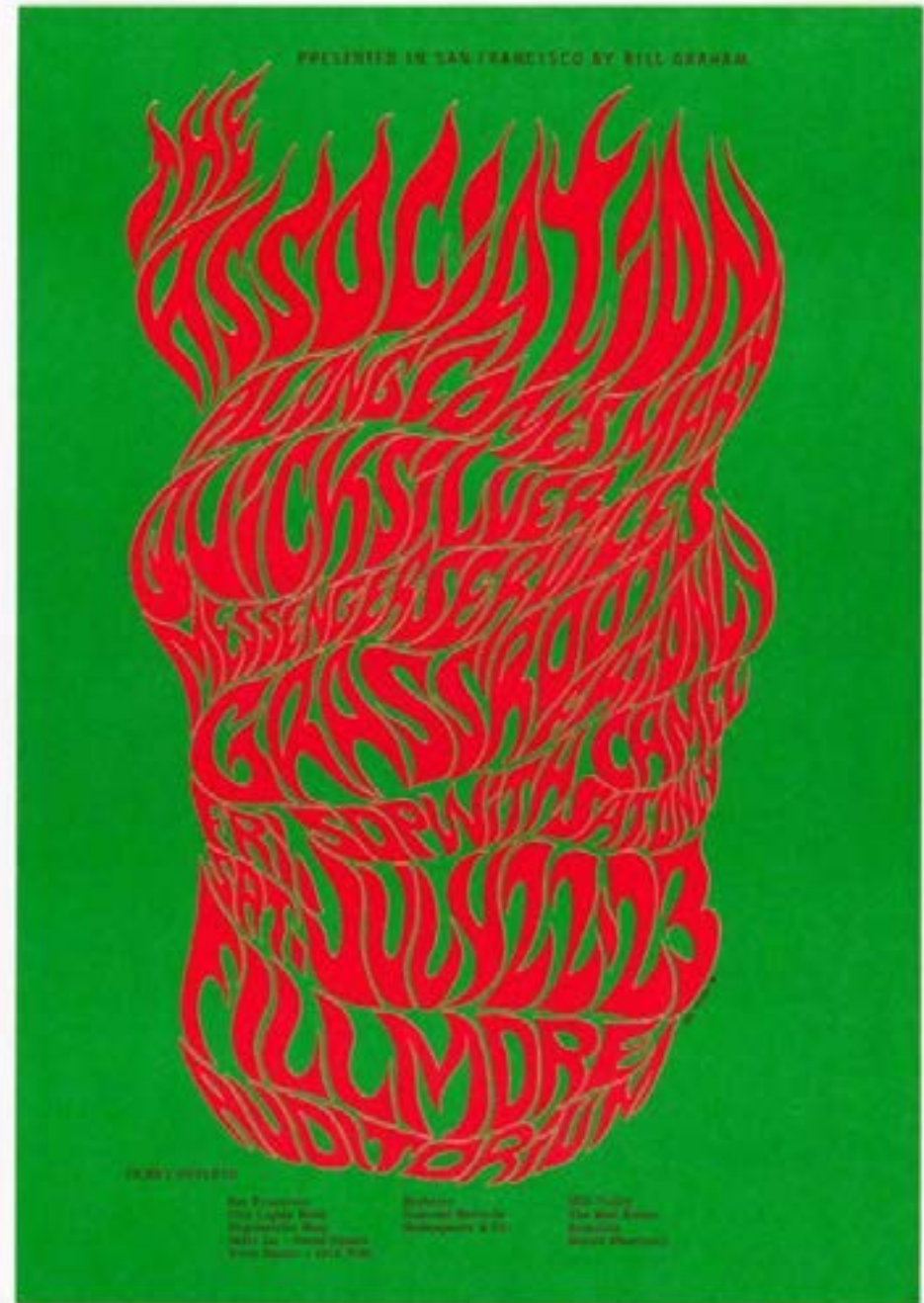
The Association

Along comes Mary

Quick Silver Messenger Service

Grassroot

Soapwith Camel



THE ASSOCIATION

THE ASSOCIATION

ALONG COMES MARY

ALONG COMES MARY

QUICKSILVER
MESSENGER
SERVICE

QUICKSILVER
MESSENGER
SERVICE

GRASSROOTS-FRI ONLY

GRASSROOTS-FRI ONLY

SOPWITH CAMEL - SAT ONLY

SOPWITH CAMEL - SAT ONLY

FRI-SAT JULY 23

FRI-SAT JULY 23

FILMORE AUDITORIUM

FILMORE AUDITORIUM

Typography

“Secession 16 Ausstellung (Poster for the
16th Secession exhibition)” by Alfred
Roller

1902



“The Grateful Dead” by Wes Wilson

1967

Fillmore Auditorium

Band:

The Grateful Dead

Otis Rush Chicago Blues Band

The Canned Heat Blues Band



“Jefferson Airplane Poster” by Wes
Wilson 1967

Fillmore Auditorium

Band:

PERFORMER

Jefferson Airplane

Jimmy Reed

John Lee Hooker

The Stu Gardner Trio



Stanley Mouse

(Right)

Born 1940

Alton Kelley

(left)

Born 1940-2008



Lifting or
Appropriating
Older Graphics

Lifting or Appropriating Older Graphics

“The Grateful Dead Oxford Circle” by
Stanley Mouse and Alton Kelley

1967

Avalon Ballroom

Band:

The Grateful Dead



TICKET OUTLETS: SAN FRANCISCO: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SAN FRANCISCO, CA 94108. (415) 398-1100. OAKLAND: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, OAKLAND, CA 94612. (415) 398-1100. SAN JOSE: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SAN JOSE, CA 95128. (415) 398-1100. STOCKTON: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, STOCKTON, CA 95210. (415) 398-1100. SACRAMENTO: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SACRAMENTO, CA 95811. (415) 398-1100. SFO: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SAN FRANCISCO, CA 94108. (415) 398-1100. SJC: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SAN JOSE, CA 95128. (415) 398-1100. SFO: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SAN FRANCISCO, CA 94108. (415) 398-1100. SJC: THE WOODS GROUP, 1000 CALIFORNIA STREET, SUITE 100, SAN JOSE, CA 95128. (415) 398-1100.

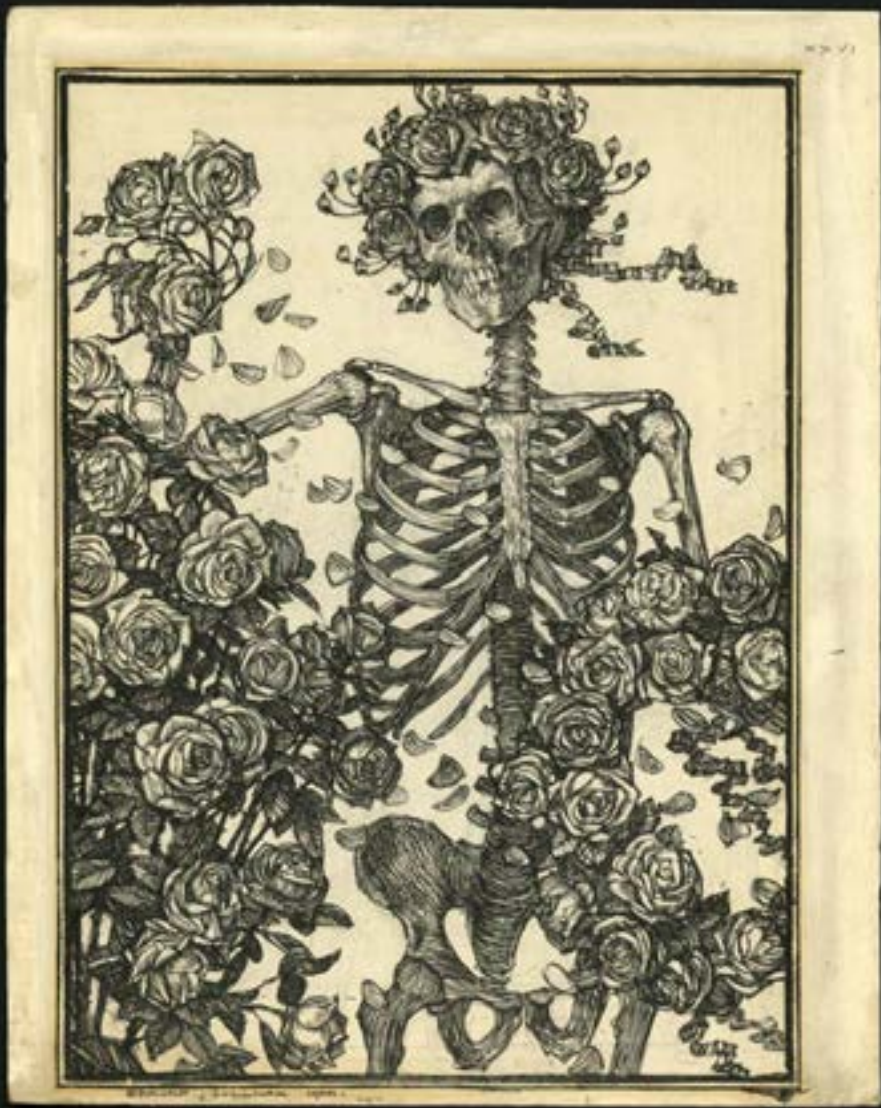


Illustration from "The Rubaiyat of Omar Khayyam" by Edmund Joseph Sullivan

1913



"The Grateful Dead Oxford Circle" by Stanley Mouse and Alton Kelley

1967

The Girl with Green Hair Poster by
Stanley Mouse and Alton Kelley

1966

Avalon Ballroom

Band:

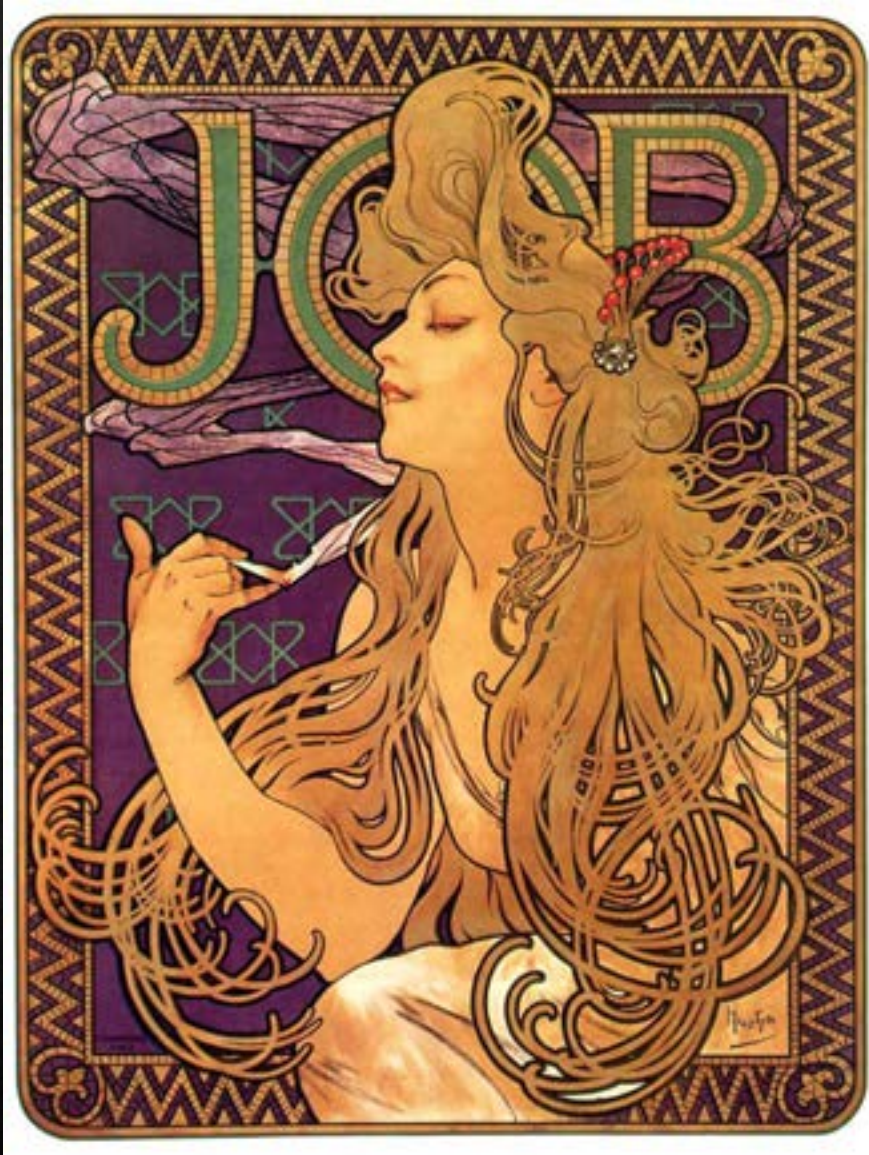
Jim Kweskin Jug Band

Big Brother and the Holding Company

Electric Train



TICKET OUTLETS: SAN FRANCISCO: THE WORKHOUSE 1800 FIFTY FIFTH AVENUE SUITE 400
SAN FRANCISCO, CALIFORNIA 94114 (415) 774-1111
TICKET OUTLETS: SAN FRANCISCO: THE WORKHOUSE 1800 FIFTY FIFTH AVENUE SUITE 400
SAN FRANCISCO, CALIFORNIA 94114 (415) 774-1111



“JOB” Cigarette Paper Ad by Alphonse Mucha

1896



The Girl with Green Hair Poster by Stanley Mouse and Alton Kelley

1966

“Zig-Zag Family Dog ” by Stanley Mouse
and Alton Kelley

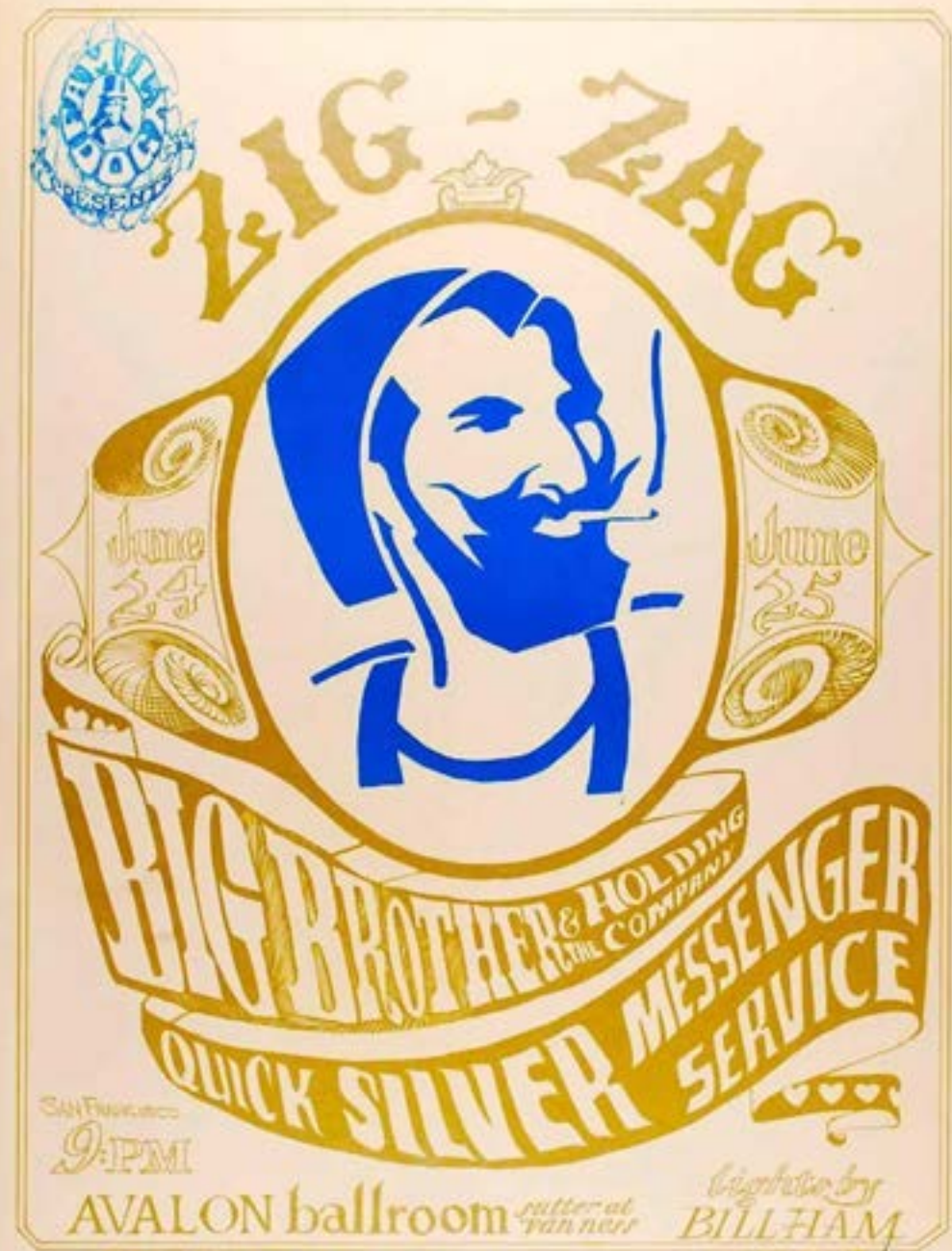
1966

Avalon Ballroom

Band:

Big Brother & the Holding Company

Quick Silver Messenger Service



"What you don't know about printing and design are..."

TRUCKS OUTLETS - San Francisco - 1000 Market Street - San Francisco, CA 94102 - Tel: 415-398-1111 - Fax: 415-398-1112



Zig-Zag Cigarette Paper Company

Founded 1855



"Zig-Zag Family Dog" by Stanley Mouse and Alton Kelley

1966

Grateful Dead Poster by Stanley Mouse
and Alton Kelley

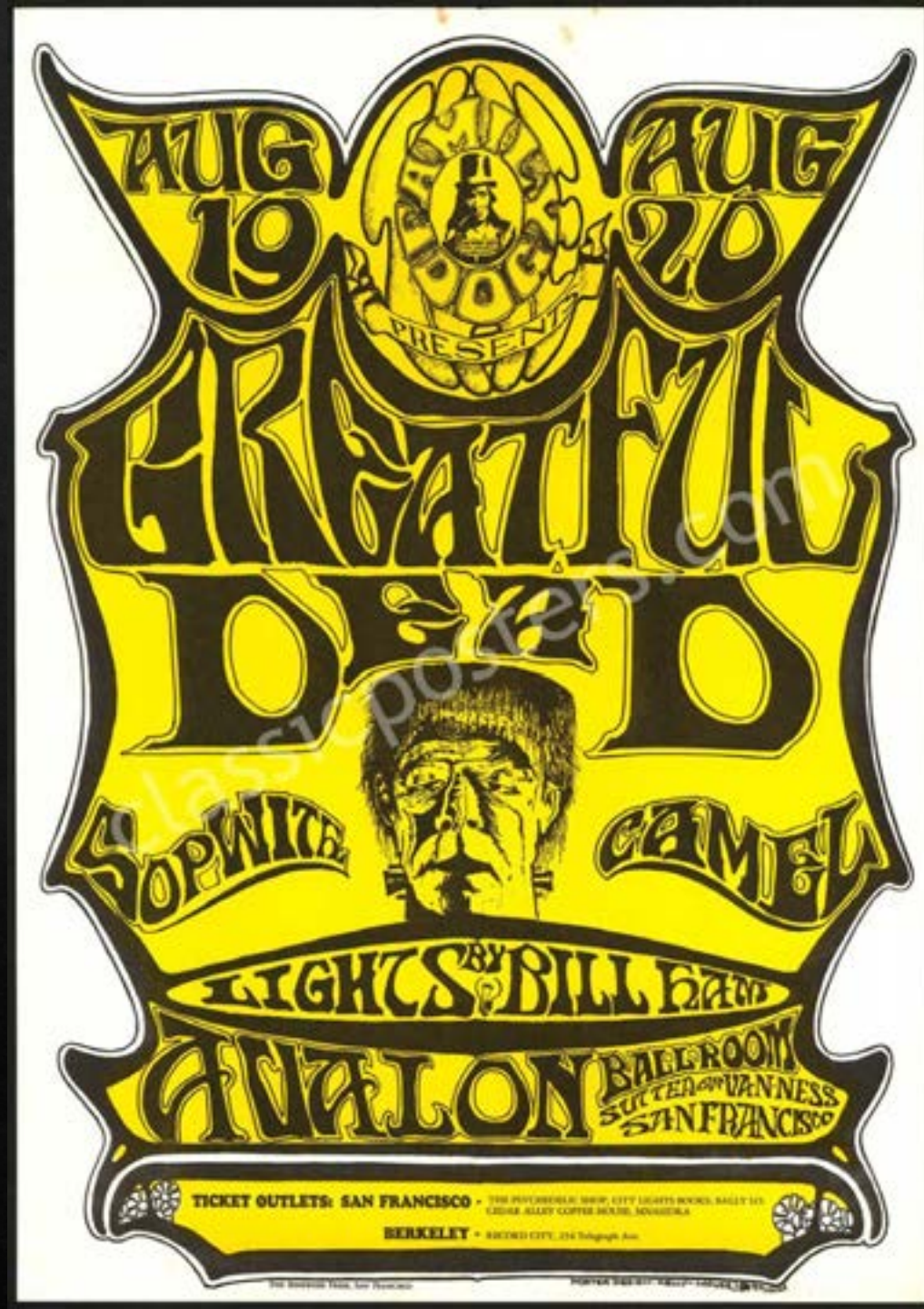
1966

Avalon Ballroom

Band:

The Grateful Dead

Soupwith Camel





Boris Karloff as Frankenstein in the 1931
"Frankenstein"



Grateful Dead Poster by Stanley Mouse and
Alton Kelley

1966

The Daily Flash by Stanley Mouse and
Alton Kelley

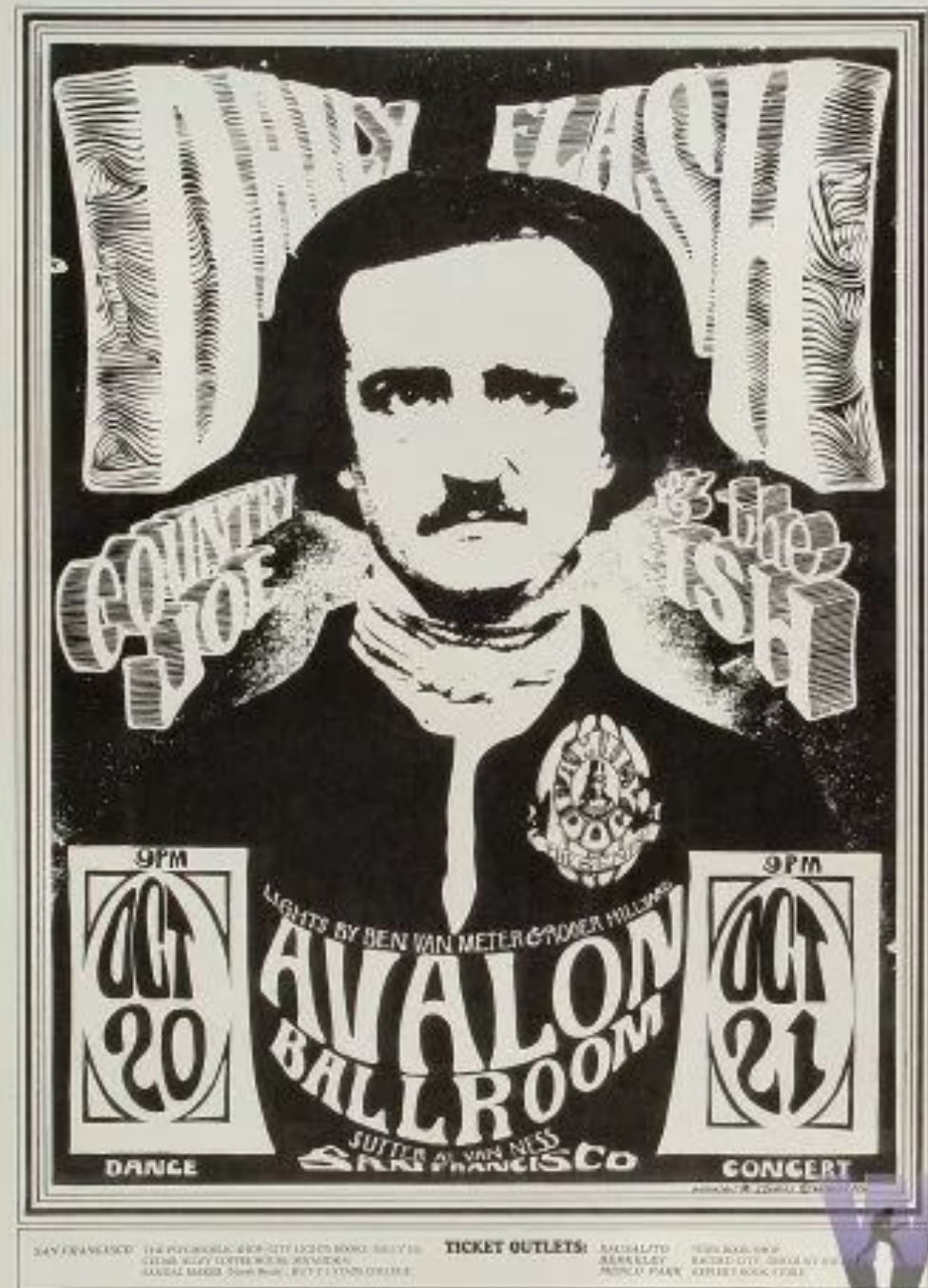
1966

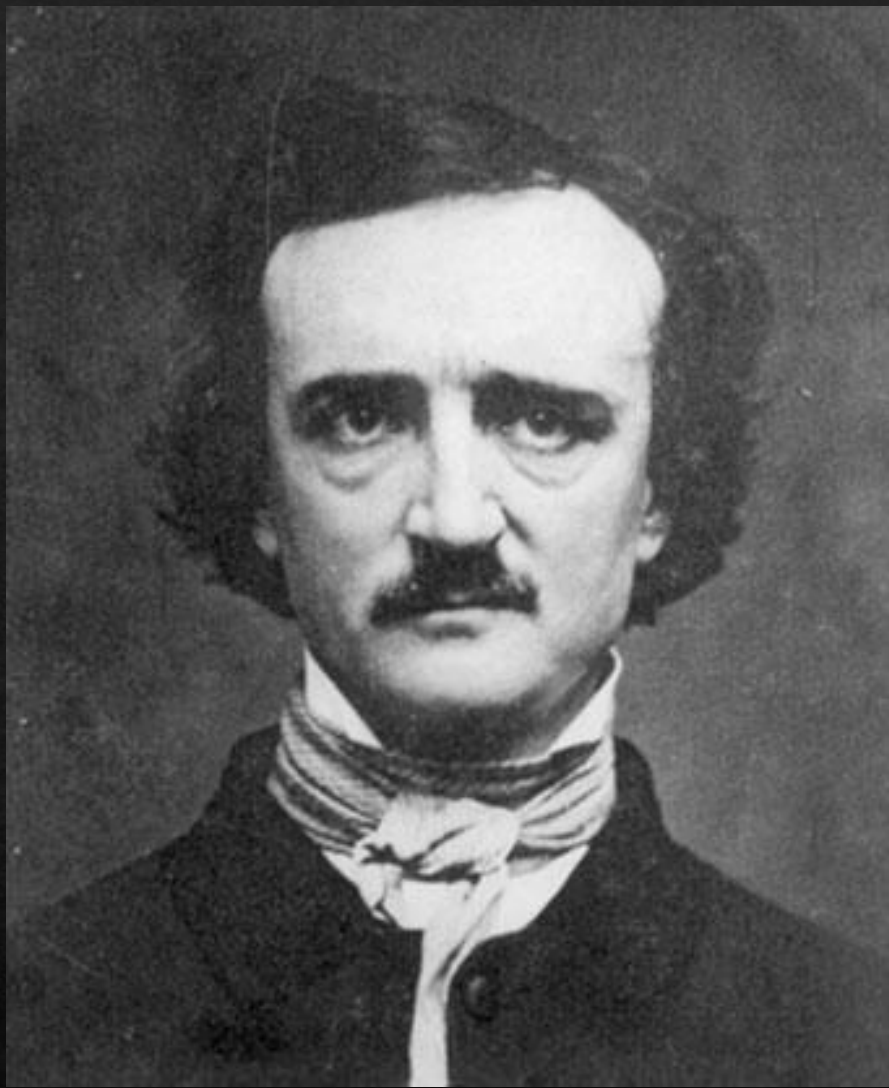
Avalon Ballroom

Band:

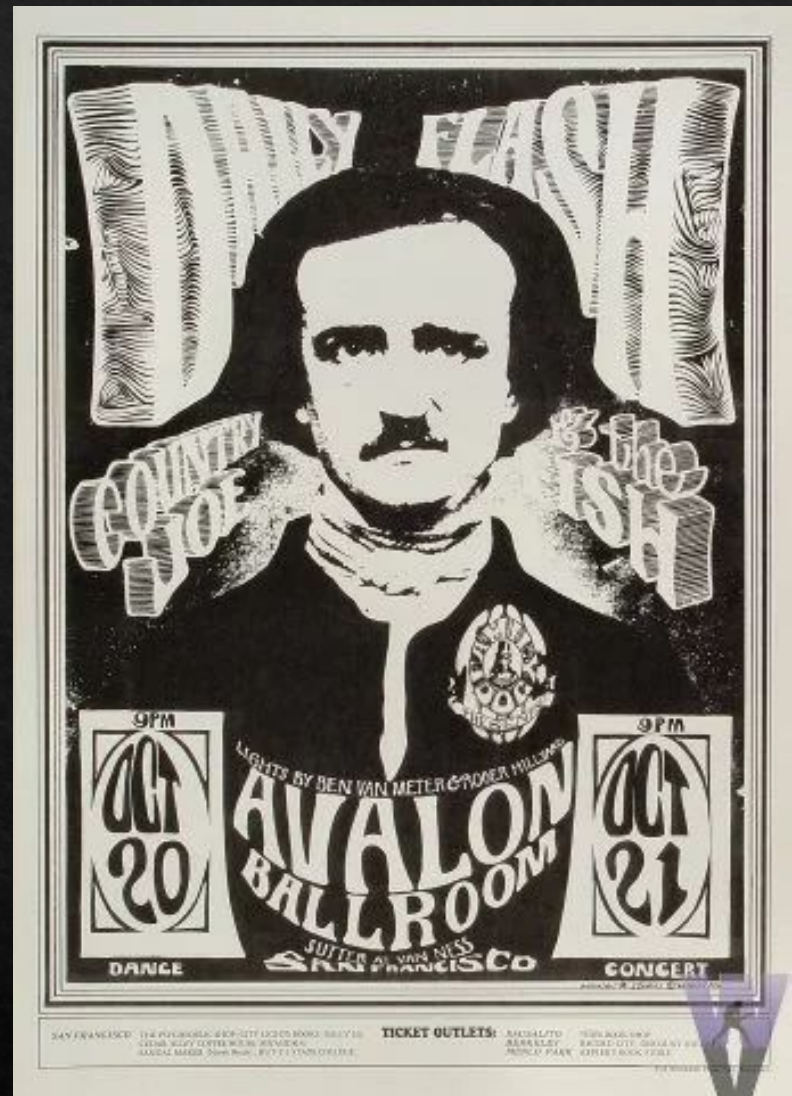
The Daily Flash

Country Joe & the Fish





Edger Allen Poe, the American Poet



The Daily Flash Poster by Stanley Mouse and Alton Kelley

1966

Victor
Moscoso
Born 1936



Colors

Color

Big Brother and the Holding Company
Poster by Victor Moscoso

1967

Avalon Ballroom

Band:

Big Brother & The Holding Company



Color

The Chambers Brothers Poster by
Victor Moscoso

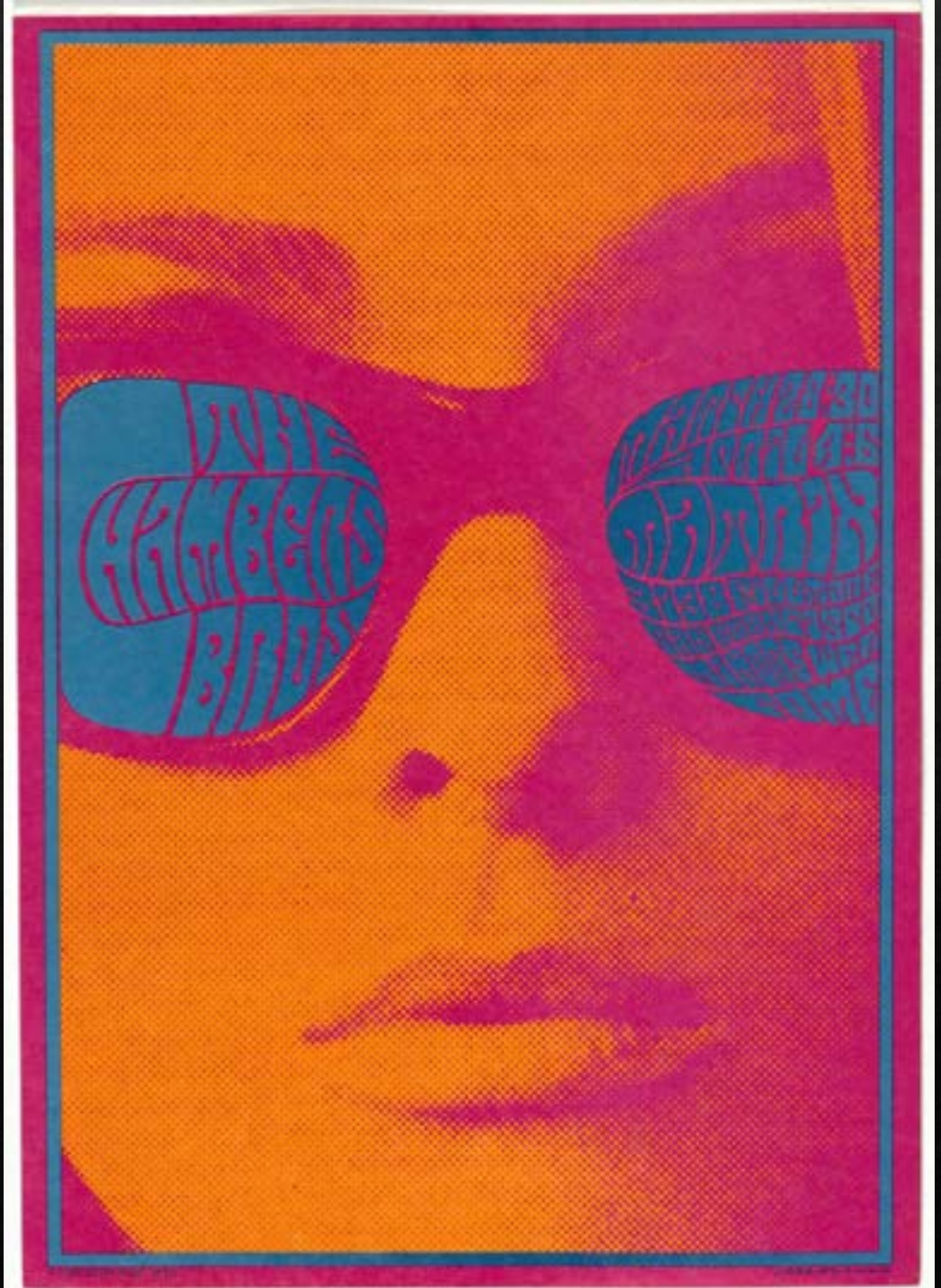
1967

Neon Rose Series

Avalon Ballroom

Band:

The Chamber Brothers



Color

The Steve Miller Band Poster by Victor
Moscoso

1967

Neon Rose Series

Avalon Ballroom

Band:

The Steve Miller Blues Band



Color

Sphynx Dance by Victor Moscoso

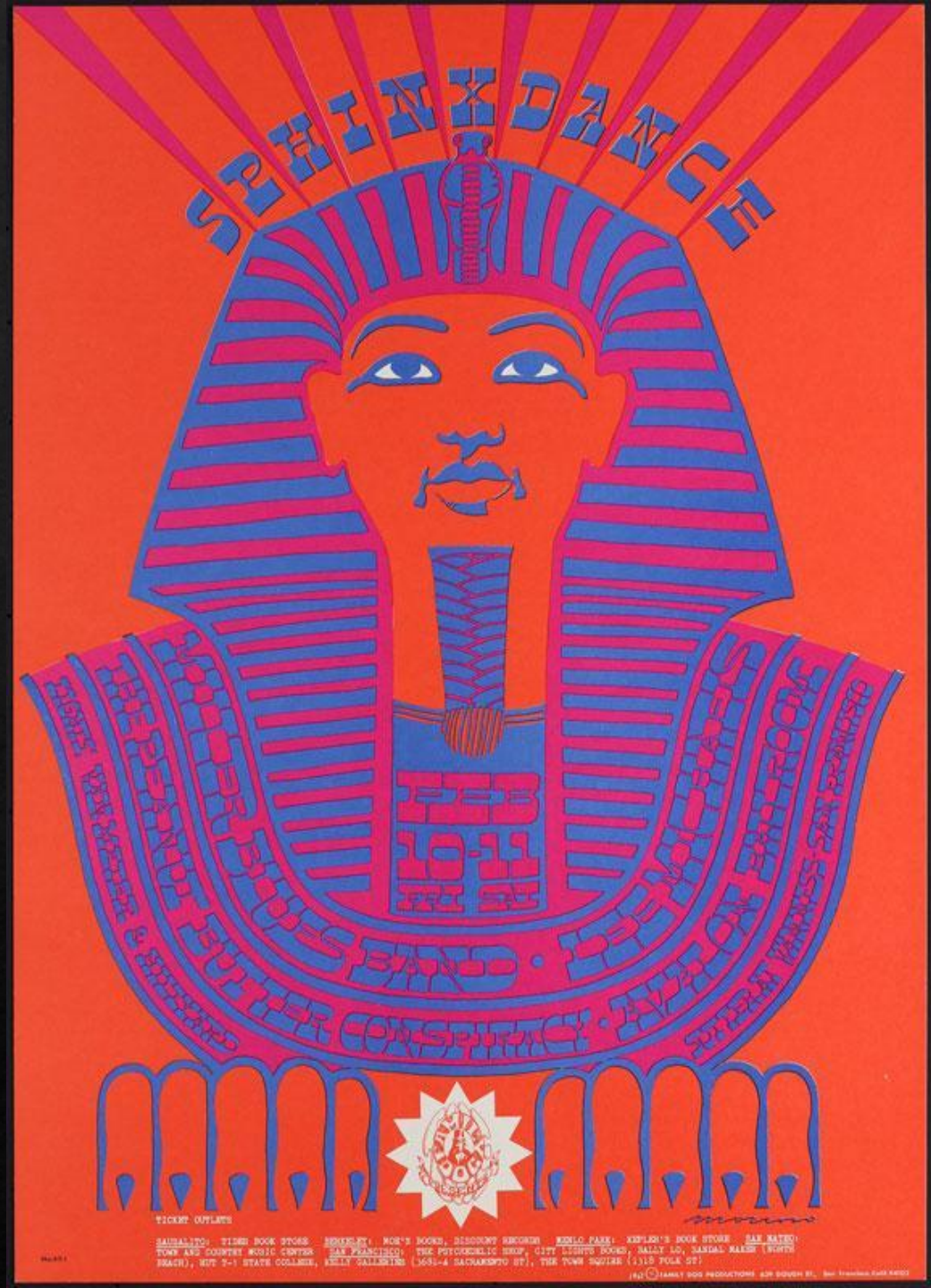
1967

Neon Rose Series

Avalon Ballroom

Band:

The Miller Blues Band



TICKET OUTLETS

SAULALITO: TIGER BOOK STORES, BROWNSVILLE: MORRIS BOOKS, DISNEYLAND: DISNEY BOOK STORE, KIDDO PARK: KEPLER'S BOOK STORE, SAN RAFAEL:
TOWN AND COUNTRY MUSIC CENTER, SAN FRANCISCO: THE PSYCHEDELIC SHOP, GIFT LIGHTS BOOKS, MALIBU: MALIBU BOOKS, MALIBU: MALIBU BOOKS (RIGHT
BRANCH), MIT 2-1 STATE COLLEGE, KELLY GALLERY (3631-4 SACRAMENTO ST), THE TOWN SQUARE (1115 POLK ST)

©1967 James Ross Productions, 420 S. G Street, San Francisco, CA 94103

Rick Griffin

1944-1991



Trippy
Illustrations

Trippy Illustrations

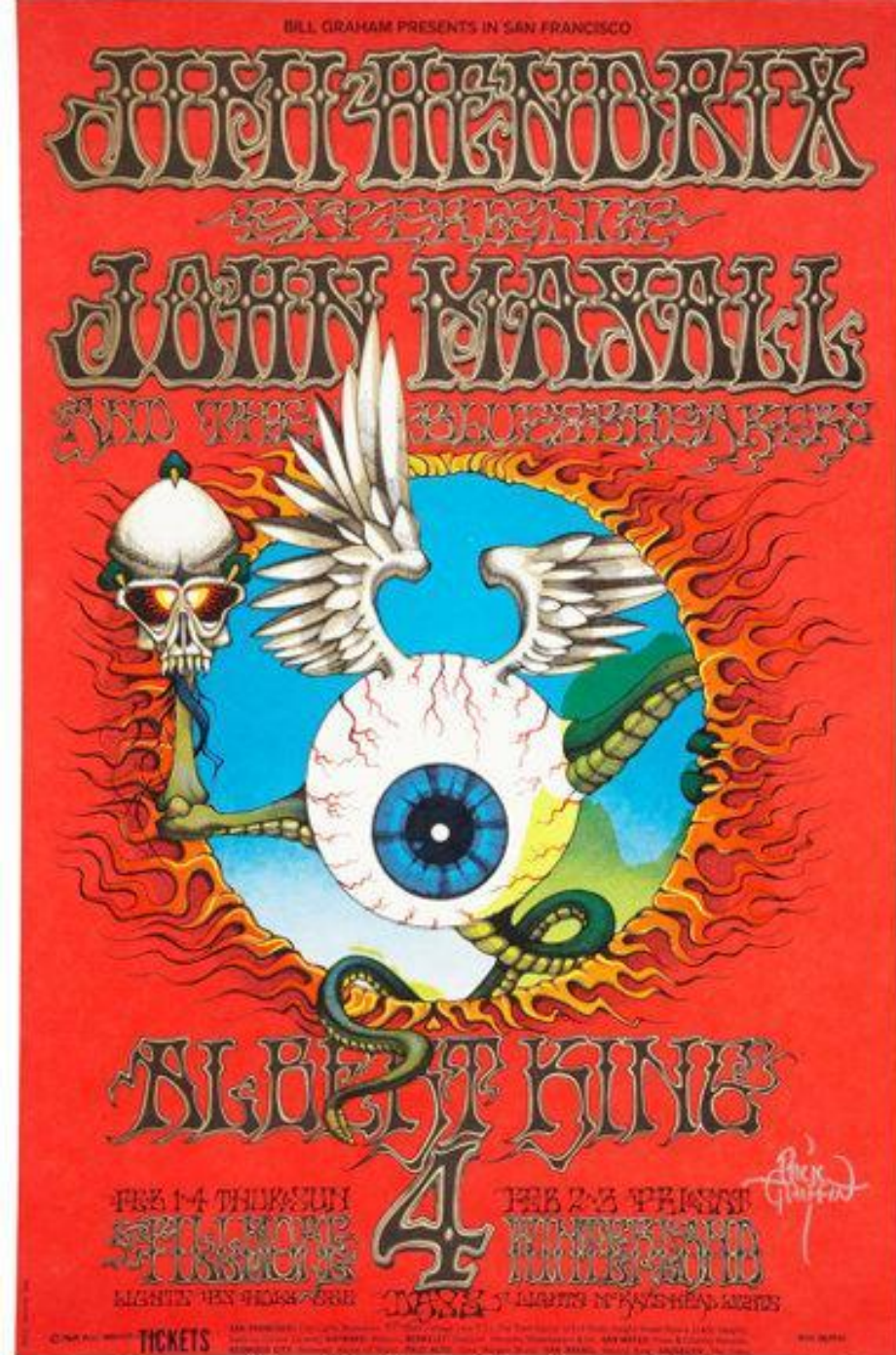
Jimi Hendrix Experience Poster by Rick
Griffin

1968

Fillmore Auditorium

Band:

Jimi Hendrix



Imaged by Heritage Auctions, HA.com

Trippy Illustrations

The Doors Poster by Rick Griffin

1967

Fillmore Auditorium

Band:

The Doors

Allmen Joy

