

POSTER DATA COMPILED BY MICHAEL ERLEWINE

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There is no guarantee that this data is complete or without errors and typos. This is just a beginning to document this important field of study.

Michael@Erlewine.net

----- 1965-06-01 P -----

1965-06-01 /
CP060688 / CP060688

The Seed, Version 1: Amazing Charlatans at Red Dog Saloon - Virginia City, NV

Notes: The Seed
by Michael Erlewine

Here is the poster that most experts agree launched the '60s era of alternative culture. This poster features the band "The {Charlatans}" at an extended gig in {Virginia City}, Nevada at the {Red Dog Saloon}. It was designed by members of the band.

"The Seed" was printed in two versions, one with a date of "June 1-16, 1965" and the second (and final) version with "June 21."

Apparently the Red Dog Saloon had not finished their redecorating in time for that first poster, so the second was printed, and in many respects the art was redrawn. Version one is said to have been printed originally in blue, but was then printed in black, which is considered the standard version.

The poster was created by two of the Charlatan's members, {George Hunter} and {Michael Ferguson}, with Hunter having devised the logo, and Ferguson doing most of the actual drawing, including the portraits.

Poster expert {Walter Medeiros} wrote the following in a catalog for a poster show that was produced fro the {San Francisco Museum of Modern Art} in 1976:

"The Seed is unique for being completely hand-drawn, in a densely patterned format, and was much different from rock posters that existed then. Yet it is reminiscent of nineteenth-century carnival, medicine show, and music hall posters, in that it boldly heralds a spectacular event that shouldn't be missed. It has a funky character about it, and 'funkiness' was one of the most prominent characteristics of hippie sensibility. And the poster carries off

this feeling because of the lightness and capriciousness which permeates the whole work."

The poster was given the name, "The Seed" by the authors of "Eureka, The Great Poster Trip," the first book on psychedelic posters, published in 1968. It is a fact that the Charlatans were the heralds of the coming of the alternative culture that was about to emerge in San Francisco, and the "The Seed" was the first poster that broke with the tradition of the boxing-style posters in use at the time. There is no question that the interest in Victorian clothes, old-time music, and the style and embellishments of an earlier era are reflected in this poster.

While I can see in these two posters the elements of the hippie culture that loves old clothes and the like, what is entirely missing to my eyes is any sign of the kind of consciousness shift (that was already present in the community) typical of hallucinogens like peyote and {LSD}, although these drugs were very available in 1965, and had been for some years. The closest to anything new age or signifying a new consciousness are the few symbols and signs that were drawn in, like the planet Saturn, the Moon, an Iron Cross, and a swastika (first version only).

One of my main interests is to trace the history of the psychedelic influence in '60s art and music. After all, the whole genre of posters is often called "psychedelic posters," and I don't see much of the psychedelic in "The Seed."

For that, you have to look at that first {Family Dog} dance flyer by artist {Alton Kelley}, for October 16, 1965, a gig with the {Jefferson Airplane} and {Charlatans} at {Longshoremen's Hall}. There you see the Tibetan-style flames throughout the poster, something commonly used throughout the era to represent the intensity and awareness of altered consciousness.

{!P CP013552 "Family Dog First Dance "}

And if we want to have no doubt whatsoever of the advent of the psychedelic element in posters, then just move right to the "Can You Pass the {Acid Test}?" poster by artist {Norman Hartweg}, an event on December 18, 1965 held at {Muir Beach}. The poster is all about LSD, and the poster is unquestionably psychedelic.

My point is that, although "The Seed" serves to mark the advent of the new culture and a different (but still mostly retro) approach to posters, it does not really put the word 'psychedelic' into psychedelic posters. It took a few more months for that to take place.

This item appears in the Art of Rock book, plate no. 2.002 4000

Artist: Michael Ferguson

Venue: Red Dog Saloon

Items:

Original poster / CP060688 / CP060688

Description: Turquoise/Light Blue (10 x 14)
AORPlate: 2.002 4000
Price: 4000.00

Performers:

1965-06-01 1965-06-15: Red Dog Saloon
Set: The Seed
Charlatans

----- RDS-2.001 1965-06-21 P-1 -----

1965-06-21 / RDS 2.001
CP006145 / CP01394

The Seed, Version 2: Charlatans at Red Dog Saloon - Virginia City,
NV

Notes: The Seed

by Michael Erlewine

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"The Seed" was printed in two versions, one with a date of "June 1-16, 1965" and the second (and final) version with "June 21."

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My point is that, although "The Seed" serves to mark the advent of the new culture and a different (but still mostly retro) approach to posters, it does not really put the word 'psychedelic' into psychedelic posters. It took a few more months for that to take place.

This item appears in the Art of Rock book, plate no. 2.001 3000

Private Notes: * B/B- 3500@

Artist: George Hunter

Venue: Red Dog Saloon

Promoter: Book: Art of Rock

Items:

Original poster RDS-2.001 Edition 1 / CP006145 / CP01394

Description: Black ink (10 x 14)

AORplate: 2.001 3000

Price: 5000.00

RDS-2.001 / CP060687

AORPlate: 2.001 3000

Performers:

1965-06-21: Red Dog Saloon

Set: The Seed

Charlatans

----- CAH-FD IV 1966-01-08 P -----

1966-01-08 / CAH FD IV

CP052273

Charlatans, Jefferson Airplane at California Hall - San Francisco, CA

Artist: George Hunter

Venue: California Hall

Promoter: Family Dog Collective

Items:

Original poster CAH-FD IV / CP052273 (8-1/2 x 11)

Price: 1500.00

Handbill CAH-FD IV / CP700086 (8-1/2 x 11)

Price: 1500.00

Handbill CAH-FD IV Edition 1 / CP000491 / 0497

Description: no poster (8-1/2 x 11)

Price: 1500.00

CAH-FD IV / CP013560 / HGFD-IVF (8-1/2 x 11)

Performers:

1966-01-08: California Hall

Set: Pre-family Dog

Charlatans / Jefferson Airplane

----- CAH-FD VII 1966-02-04 P-1 -----

1966-02-04 / CAH FD VII

CP000700 / 0711

Electric Train, Amazing Charlatans at California Hall - San Francisco, CA

Artist: George Hunter

Venue: California Hall

Promoter: Family Dog Collective

Items:

Original poster CAH-FD VII Edition 1 / CP000700 / 0711

Description: 1 original (15 x 20)

Price: 2000.00

Handbill CAH-FD VII / CP013563 / HGFD-VIIF (8-1/2 x 11)

Price: 1500.00

Performers:

1966-02-04: California Hall

Set: Pre-family Dog

Electric Train / Charlatans

----- 1967 P-1 -----
1967 /
CP001193 / 1203
Great Honesty Music
Event: Great Honesty Music
Artist: George Hunter
Items:
Original poster Edition 1 / CP001193 / 1203 (19-3/16 x 12-
1/2)
Performers:
1967:

----- AVAL-FD-056 1967-04-07 P-1 -----
1967-04-07 / AVAL FD-056
CP006320 / CP01570
Charlatans, Sparrow at Avalon Ballroom - San Francisco, CA
Notes: Photo: Herb Greene
Private Notes: FD-CD(stamp) FD-OP-1
Event: When You Camp Out Cook With Sparrow and Canned Heat
Artist: Rick Griffin
Venue: Avalon Ballroom
Promoter: Family Dog Presents
Items:
Original poster AVAL-FD-056 Edition 1 / CP006320 / CP01570
Description: 1 original, 1 reprint (14 x 20)
Price: 200.00
Original poster Edition 2 /
Description: See Eric King's guide for complete details.
Price: 45.00
Postcard AVAL-FD-056 Edition 1 / CP005314 / CP00562
Description: 1 original with postal variants. See Eric
King's guide for complete details. (5 x 7)
Price: 20.00
Performers:
1967-04-07 1967-04-08: Avalon Ballroom
Set: Family Dog Series
Charlatans / Sparrow / Canned Heat Blues Band

----- D1601-FD-D-02 1967-09-15 P-1 -----
-
1967-09-15 / D1601 FD-D-02
CP006346 / CP01596
Quicksilver Messenger Service, Charlatans at 1601 West Evans Street
- Denver, CO
Private Notes: FD-CD
Artist: Michael Ferguson
Venue: 1601 West Evans Street

Promoter: Family Dog in Denver

Items:

Original poster D1601-FD-D-02 Edition 1 / CP006346 / CP01596

Description: 1 original (15 x 23)

Price: 150.00

Postcard D1601-FD-D-02 Edition 1 / CP005385 / CP00633

Description: 1 original. See Eric King's guide for complete details. (4-1/2 x 11/16)

Price: 55.00

Performers:

1967-09-15 1967-09-16: 1601 West Evans Street

Set: Family Dog Denver

Quicksilver Messenger Service / Charlatans / Superband

----- -3.104 1968-01-26 P-1 -----

1968-01-26 / 3.104

CP001087 / 1100

Grateful Dead, Quicksilver Messenger Service at Seattle Eagles Auditorium - Seattle, WA

Notes: Bindweed Press

This item appears in the Art of Rock book, plate no. 3.104

Event: Notice! Tour of the Great Pacific Northwest

Artist: George Hunter

Venue: Seattle Eagles Auditorium

Promoter: Book: Art of Rock

Items:

Original poster -3.104 / CP070044

AORplate: 3.104

Original poster -3.104 Edition 1 / CP001087 / 1100

AORplate: 3.104

Performers:

1968-01-26 1968-01-27: Seattle Eagles Auditorium

Grateful Dead / Quicksilver Messenger Service

----- CRY-3.103 1968-02-02 H-1 -----

1968-02-02 / CRY 3.103

CP002985 / 2941

Grateful Dead, Quicksilver Messenger Service at Crystal Ballroom - Portland, OR

Notes: This item appears in the Art of Rock book, plate no. 3.103

Event: Notice! Tour of the Great Pacific Northwest

Artist: George Hunter

Venue: Crystal Ballroom

Promoter: Book: Art of Rock

Items:

Handbill CRY-3.103 Edition 1 / CP002985 / 2941

AORplate: 3.103

CRY-3.103 / CP000145 / 0149

AORPlate: 3.103

Performers:

1968-02-02 1968-02-03: Crystal Ballroom

Grateful Dead / Quicksilver Messenger Service / P.H. Phactor

----- AVAL-FD-133 1968-08-16 P-1 -----

1968-08-16 / AVAL FD-133

CP006408 / CP01658

Bill Haley and the Comets, Drifters at Avalon Ballroom - San Francisco, CA

Private Notes: FD-CD(stamp) FD-OP-1

Event: Oldies But Goodies

Artist: George Hunter

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-133 Edition 1 / CP006408 / CP01658

Description: 1 original (14-1/8 x 22-1/8)

Price: 60.00

Postcard AVAL-FD-133 Edition 1 / CP005404 / CP00653

Description: Double card with FD-134, with postal variants.

See Eric King's guide for complete details. (4-5/8 x 6-7/8)

Price: 20.00

Performers:

1968-08-16 1968-08-18: Avalon Ballroom

Set: Family Dog Series

Bill Haley and the Comets / Drifters / Flamin' Groovies

----- 19zz-zz-zz AD -----

19zz-zz-zz /

CP001324 / 1341

Globe Propaganda (business card for George Hunter)

Event: Globe Propaganda

Artist: George Hunter

Items:

Advertisement / CP001324 / 1341

Performers:

19zz-zz-zz: