Finding aid for the David Singer Poster Collection

Collection number: MS 340

The University Library
Special Collections and Archives
University of California, Santa Cruz
Santa Cruz, California

Processed by:
Mathew E. Simpson
Date Completed:
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Encoded by:
Mathew E. Simpson

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Descriptive Summary
Title: David Singer Poster Collection
Dates: 1969-1971
Collection number: MS 340
Creator: Singer, David
Collection Size: 1 oversize flat, 77 posters
Repository: University of California, Santa Cruz. University Library. Special Collections and Archives
Santa Cruz, California 95064
Physical location: Stored in Special Collections & Archives: Advance notice is required for access to the collection.
Languages: Languages represented in the collection: English
Access
Collection open for research. Advance notice is required for access.

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Acquisition Information
Purchase.

Biography
David Singer was a prolific poster artist during the height of the psychedelic era in San Francisco, producing more posters for promoter Bill Graham than any other artist. According to the biography at Wolfgang's Vault, "Singer grew up in Pennsylvania Dutch country, where he was exposed to antiques and folk art. Another influence on his work was his childhood interest in geometric forms. Although Singer had little formal training in art, his polished presentation and prodigious output made him one of the most respected poster artists emerging from San Francisco in the 1960s. Initially uninterested in making posters, Singer assembled a portfolio of collages that he envisioned as 'greeting cards or something.' His work was rejected by most of the publishers in San Francisco but gained immediate interest from Bill Graham, the dance-concert promoter at the Fillmore Auditorium. During his Fillmore era, from 1969-1971, Singer created more posters for Graham than any other artist, most notably the double-size final poster evoking the Fillmore experience. Even after the Fillmore closed in 1971, Singer continued to create posters commemorating special events sponsored by Graham. To a great extent, Singer was a transitional rock-poster artist; his works possessed a refinement and polish that would dominate the 1970s rock world. During that decade, he produced significant posters for the Rolling Stones, the Who..."
Finding aid for the David Singer Poster Collection

and Santana. Singer's posters are notable for his use of collage, incorporating thousands of images clipped from magazines spanning several decades. He developed a format that included a stunning variety of lettering styles, applying them in close relation to the theme or subject of a poster.

Scope and Content of Collection
This series contains a complete signed set of David Singer's posters for rock promoter Bill Graham, as well as a number of unsigned duplicates and a couple gallery posters advertising a show of Singer's work. The signed set has been sorted chronologically as well as by the Bill Graham Production ("BG") number on the poster. Randy Tuten is credited with the design of BG-196, using a collage by Singer. Wilfred Satty is co-credited on posters BG-235, BG-244 and BG-271. Jim Marshall is credited for the photo used on BG-272.

The contents list gives the music groups and venues, with the dates referring to the earliest date of the concert run(s) advertised.

Arrangement
Posters have been arranged chronologically.

Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.

Subjects
Posters--20th century--United States.
Psychedelic rock music--Collectibles.
Rock music.
Music-halls--California--San Francisco.

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<td>Santana, Grand Funk Railroad, Fat Mattress with Noel Redding at Winterland December 18, 1969</td>
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Box:BG-# 1:BG-211
Chicago, The Guess Who, Seals & Croft at the Fillmore West January 8, 1970

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B.B.King, Buddy Guy, Allman Brothers at the Fillmore West; Laura Nyro, The Band at the Berkeley Community Center January 15, 1970

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Box:BG-# 1:BG-214
Steve Miller Band, Sha Na Na, Ten Wheel Drive with Genya Ravan at the Fillmore West January 29, 1970

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Country Joe & the Fish, Sons of Champlin, Area Code 615 at the Fillmore West February 12, 1970

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Box:BG-# 1:BG-220
Jack Bruce & Friends, Johnny Winter, Mountain, Eric Mercury 'Birthrite' at the Fillmore West and Winterland February 26, 1970

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Butterfield Blues Band, Savoy Brown, Keith Reif's Renaissance at the Fillmore West March 5, 1970

Box:BG-# 1:BG-222
Ten Years After, Buddy Rich & His Orchestra, Sea Train, Kimberly at the Fillmore West March 12, 1970

Box:BG-# 1:BG-224
It's A Beautiful Day, Chuck Berry, Loading Zone at the Fillmore West March 19, 1970

Box:BG-# 1:BG-225
Chicago, James Cotton Blues Band, Family Fritz at the Fillmore West and Winterland March 26, 1970

Box:BG-# 1:BG-226
Jethro Tull, Manfred Mann 'Chapter Three', Bessie Jones & the Georgia Sea Island Singers, Clouds at the Fillmore West April 2, 1970

Box:BG-# 1:BG-227
Grateful Dead, Miles Davis Quintet, Stone the Crows at the Fillmore West April 9, 1970

Box:BG-# 1:BG-228
John Mayall with Duster Bennett, Larry Coryell, Argent at the Fillmore West April 16, 1970

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Joe Cocker Mad Dogs and Englishman, Van Morrison, The Stonemans at the Fillmore West and Winterland April 23, 1970

Box:BG-# 1:BG-231
Lee Michaels, Small Faces with Rod Stewart, Catfish, Shorty with Georgie Fame at the Fillmore West May 7, 1970

Box:BG-# 1:BG-232
Spirit, Poco, Gypsy at the Fillmore West May 14, 1970

Box:BG-# 1:BG-233
B.B.King, Albert King, Mendelbaum at the Fillmore West May 21, 1970

Box:BG-# 1:BG-235
Country Joe & the Fish, Blues Image, Silver Metre at the Fillmore West May 28, 1970

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Grateful Dead, New Riders of the Purple Sage, Southern Comfort at the Fillmore West June 4, 1970

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John Sebastian, Buddy Miles, Rig at the Fillmore West June 11, 1970

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Quicksilver Messenger Service, Don Ellis & His Orchestra, Rockwell at the Fillmore West June 18, 1970

Box:BG-# 1:BG-239
Sha-Na-Na, Pacific Gas & Electric, Dan Hicks & His Hot Licks; Abercrombie; Traffic, Leon Russell at the Fillmore West June 25, 1970

Box:BG-# 1:BG-240
Traffic, John Hammond, Lamb at the Fillmore West June 30, 1970
Quicksilver Messenger Service, Mott the Hoople, Silver Metre at the Fillmore West July 9, 1970

Steve Miller Band, Bo Diddley, Crow at the Fillmore West July 16, 1970

Lee Michaels, Cold Blood, Brethren, Ten Years After, Cactus, Toe Fat at the Fillmore West July 23, 1970

Ten Years After, Cactus, Toe Fat; It's A Beautiful Day, Elvin Bishop, Boz Scaggs; Procol Harum, Leon Russell, Blodwyn Pig; Fleetwood Mac, Buddy Miles, Albert Collins at the Fillmore West July 28, 1970

The Byrds, Poco, Commander Cody; Van Morrison, John Lee Hooker; Led Zeppelin; Albert King, Cold Blood, Mason Proffit; Iron Butterfly with Pinera and Rhino, Aum, Black Oak Arkansas at the Fillmore West August 13, 1970

Chuck Berry, Buddy Miles, Loading Zone; Eric Burdon and War, Seals and Crofts, Clover at the Fillmore West September 24, 1970

Bo Diddley, Lightning Hopkins, New York Rock Ensemble, Beefy Red; Pink Floyd; Small Faces with Rod Stewart at the Fillmore West October 22, 1970

Procold Harum, Poco, Mungo Jerry; Small Faces with Rod Stewart at the Fillmore West October 29, 1970

Frank Zappa Mothers of Invention, Boz Scaggs, Ashton Gardner & Dyke at the Fillmore West November 5, 1970

The Kinks, Elton John, Ballin' Jack, Juicy Lucy at the Fillmore West November 15, 1970

Savoy Brown, Sea Train, Ry Cooder, Humble Pie; Tom Paxton; Ravi Shankar & Alla Rakha at the Fillmore West December 3, 1970

Lee Michaels, Albert King, Atlee; Tom Paxton; Ravi Shankar & Alla Rakha at the Fillmore West December 10, 1970

Cold Blood, Elvin Bishop, Boz Scaggs, Voices of East Harlem; Grateful Dead, New Riders of the Purple Sage and assorted friends, Stoneground at the Fillmore West and Winterland December 31, 1970

Free, Bloodrock, Edwards Hand; Spencer Davis, Taj Mahal, Fox at the Fillmore West January 14, 1971

New Riders of the Purple Sage, Boz Scaggs, James and the Good Brothers at the Fillmore West February 25, 1971

Aretha [Franklin], King Curtis and the Kingpins, Tower of Power, James Anderson at the Fillmore West March 5, 1971

Eric Burdon and War, J. Geils Band, War; Santana; Heavy Water; Buddy Miles, Wayne Cochran, C. C. Riders, Sugarloaf at the Fillmore West and Winterland March 25, 1971

Miles Davis, Elvin Bishop Group, Mandrill at the Fillmore West May 6, 1971

Humble Pie, Swamp Dogg, Shanti at the Fillmore West May 13, 1971

Boz Scaggs, Tower of Power, Mason Proffit at the Fillmore West June 17, 1971

The Original Moby Grape, Spencer Davis and Peter Jameson, Flash Cadillac and the Continental Kids at the Fillmore West June 24, 1971

Boz Scaggs, Cold Blood, Flamin' Groovies, Stoneground; It's A Beautiful Day, Elvin Bishop Group, Grootna, Lamb; grateful Dead, New Riders of the Purple Sage, Rowan Brothers; Quicksilver Messenger Service, Hot Tuna, Yogi Phlegm; Santana, Creedence Clearwater Revival, Tower of Power during the last week at the Fillmore West June 30, 1971

"David Singer, The Poster, 2266 Union St. San Francisco" [2 unsigned copies] September 11, 1971


The Byrds, Fleetwood Mac, John Hammond at the Fillmore West [unsigned] January 2, 1970
Box:BG-1:BG-220
Jack Bruce & Friends, Johnny Winter, Mountain, Eric Mercury 'Birthrite' at the Fillmore West and Winterland [unsigned] February 26, 1970

Box:BG-1:BG-221
Butterfield Blues Band, Savoy Brown, Keith Relf's Renaissance at the Fillmore West [unsigned] March 5, 1970

Box:BG-1:BG-223
Ten Years After, Buddy Rich & His Orchestra, Sea Train, Kimberly at the Fillmore West [unsigned] March 12, 1970

Box:BG-1:BG-225
Chicago, James Cotton Blues Band, Family Fritz at the Fillmore West and Winterland [unsigned] March 26, 1970

Box:BG-1:BG-228
John Mayall with Duster Bennett, Larry Coryell, Argent at the Fillmore West [unsigned] April 16, 1970

Box:BG-1:BG-233
Spirit, Poco, Gypsy at the Fillmore West [unsigned] May 14, 1970

Box:BG-1:BG-253
Bo Diddley, Lightning Hopkins, New York Rock Ensemble, Beefy Red; Pink Floyd; Small Faces with Rod Stewart at the Fillmore West [unsigned] October 22, 1970