Finding aid for the Southern California rock concert ephemera collection 7091

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USC Libraries Special Collections
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URL: http://libraries.usc.edu/locations/special-collections
Language of Material: English
Contributing Institution: USC Libraries Special Collections
Title: Southern California rock concert ephemera collection
Identifier/Call Number: 7091
Physical Description: 1.77 Linear Feet1 box
Date (inclusive): 1975-2005
Date (bulk): 1985-1995
Abstract: The Southern California rock concert ephemera collection consists of flyers, handbills, posters, photographs, and concert tickets promoting Southern California venues and bands from the mid-1970s to 2005 -- with the bulk of the material spanning the 1980s and early 1990s. The majority of the flyers are printed on standard sized sheets of various colors with several incorporating pre-computer cut and paste graphics alongside rubber-stamped elements. The collection also includes 72 half-sheet handbills for a variety of bands and venues outside of the Hollywood and Sunset strip scenes, including flyers for shows at Raincross Square in Riverside, the Crescendo in Anaheim, Goldenwest Ballroom in Norwalk, and Cypress College in northern Orange County. Another flyer in the collection does not actually promote a band, but solicits talent from the community. The flyer reads: "glam guitarist wanted" and further narrows the field to those whose "influences include Crue, Poison, Kiss and Sputnik." This flyer likely dates from the rise of glam or hair metal in the early 1980s.

Storage Unit: 1
Biographical / Historical
Particularly noteworthy in the collection are the 14 flyers with set lists written on verso for performances by the band Eulogy in the late 1970s. The sheets are hastily written and edged with tape used to affix the order of songs being played to the floor so all the band members could see. On one flyer, the fan who collected them noted: "second set song sheet from Brea Mall gig - but they had to quit after 'You are Steppin in My World' because of the PA system not working right." Formed in the late 1970s, Eulogy won a sizeable local following in Los Angeles, playing with bands such as The Police, Van Halen, The Runaways, Quiet Riot, Rick Derringer, Eddie Money, and The Motels. Mainstream success eluded Eulogy and a few years later, original members Rusty Anderson and Dirk Van Tatenhove reformed the band as Soldier. Anderson has since worked with an extensive list of artists and, since 2001, has been the lead guitarist for Sir Paul McCartney.

Content Description
A collection of more than 250 flyers, handbills, and small posters; five larger posters measuring approximately 11" x 17"; a half dozen concert tickets; and six photos of various bands -- all promoting Southern California venues and bands from the mid-1970s to 2005.

Conditions Governing Access
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Preferred Citation
[Box/folder no. or item name], Southern California Rock and Hair Metal Concert Flyers, Collection no. 7091, Regional History Collection, Special Collections, USC Libraries, University of Southern California

Immediate Source of Acquisition
Purchased from Johnson Rare Books and Archives, May 1, 2019.

Subjects and Indexing Terms
Alternative rock music -- California, Southern -- Archival resources
Glam metal (Music) -- California, Southern -- Archival resources
Glam rock music -- California, Southern -- Archival resources
Rock concerts -- California, Southern -- Archival resources
Rock music -- California, Southern -- Archival resources
Fliers (printed matter)
Handbills
Posters
Photographs
Eulogy (Musical group : Los Angeles, Ca.) -- Archives