

**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

----- AVAL-FD-011 1966-06-03 P-1 -----

1966-06-03 / AVAL FD-011  
CP006272 / CP01522

Grass Roots, Big Brother and the Holding Company at Avalon Ballroom  
- San Francisco, CA

Notes: Moscoso's first poster for the family dog, after a suggestion by Chet Helms for the gargoyle. Moscoso, who wanted to compete with artists like Wes Wilson, declared that this was a failure and caused him to rethink his academic art training. His next few posters remedied this.

Private Notes: FD-HB FD-OP-1-Signed

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-011 Edition 1 / CP006272 / CP01522

Description: 1 original, 1 reprint, 1 pirate (13-3/16 x 20-1/2)

Price: 1750.00

Original poster -FD-011 Edition 2 /

Description: "No. 11-2" appears in the lower right-hand corner. See Eric King's guide for complete details.

Price: 25.00

Handbill AVAL-FD-011 Edition 1 / CP005268 / CP00516

Description: 1 original. See Eric King's book for complete details. (8-1/2 x 11)

Price: 600.00

Performers:

1966-06-03 1966-06-04: Avalon Ballroom

Set: Family Dog Series

Grass Roots / Big Brother and the Holding Company / Buddha  
From Muir Beach / Stone Facade

----- 1966-10-20 P -----

1966-10-20 /  
CP060044 / CP060044  
San Francisco Mime Troupe at Town Hall  
Benefit: Civil rights in a cracker barrel / Minstrel show  
Artist: Victor Moscoso  
Venue: Town Hall  
Promoter: Dick Gregory  
Items:  
Original poster / CP060044 / CP060044 (4-1/4 x 6-1/8)  
Performers:  
1966-10-20: Town Hall  
San Francisco Mime Troupe

----- 1966-10-20 P -----

1966-10-20 /  
CP060803 / CP060803  
San Francisco Mime Troupe at Town Hall  
Benefit: Minstrel Show / Civil Rights in a Barrel  
Artist: Victor Moscoso  
Venue: Town Hall  
Promoter: Dick Gregory  
Items:  
Original poster / CP060803 / CP060803 (4-1/4 x 6-1/8)  
Performers:  
1966-10-20: Town Hall  
San Francisco Mime Troupe

----- AVAL-FD-032 1966-10-28 P-1 -----

1966-10-28 / AVAL FD-032  
CP006296 / CP01546  
Quicksilver Messenger Service, Blackburn and Snow at Avalon Ballroom  
- San Francisco, CA  
Notes: Moscoso's second concert poster was, he declares, still  
not what he was after, but an improvement.  
Private Notes: FD-HB FD-OP-1-Signed-Moscoso  
Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents  
Items:  
Original poster AVAL-FD-032 Edition 1 / CP006296 / CP01546  
Description: 1 original (14-2/8 x 20)  
Price: 500.00  
Handbill AVAL-FD-032 Edition 1 / CP005307 / CP00555  
Description: 1 original with postal variants. See Eric  
King's guide for complete details. (8-1/2 x 11)

Price: 300.00

Performers:

1966-10-28 1966-10-29: Avalon Ballroom

Set: Family Dog Series

Quicksilver Messenger Service / Blackburn and Show / Sons of  
Champlin

----- AVAL-FD-036 1966-11-25 P-1 -----

1966-11-25 / AVAL FD-036

CP006300 / CP01550

Quicksilver Messenger Service, Big Brother and the Holding Compan at  
Avalon Ballroom - San Francisco, CA

Notes: Moscoso's third poster, where he feels he is geting into  
his stride.

Private Notes: FD-HB FD-OP-1-Moscoso

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-036 Edition 1 / CP006300 / CP01550

Description: 1 original with 2 variant, 1 reprint (15 x 20)

Price: 250.00

Original poster -FD-036 Edition 3 /

Description: "36-3 in lower right-hand corner. See Eric  
King's guide for complete details.

Price: 35.00

Handbill AVAL-FD-036 Edition 1 / CP005294 / CP00542 Var. A

Description: 3 variations of original. See Eric King's guide  
for complete details. (8-1/2 x 11)

Price: 375.00

Performers:

1966-11-25 1966-11-26: Avalon Ballroom

Set: Family Dog Series

Quicksilver Messenger Service / Big Brother and the Holding  
Company / Country Joe and the Fish

----- AVAL-FD-038 1966-12-09 P-1 -----

1966-12-09 / AVAL FD-038

CP006302 / CP01552

Big Brother and the Holding Company, Oxford Circle at Avalon  
Ballroom - San Francisco, CA

Notes: Moscoso's 4th poster and the first one the the artist  
embraces as a real success and in the same league as those of fellow  
artists Wes Wilson, Stanley Mouse, and Alton Kelly.

This is one of the classic posters of the era.

Private Notes: FD-HB FD-OP-1-Signed-Moscoso

Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-038 Edition 1 / CP006302 / CP01552

Description: 1 original, 2 reprints (14 x 20-1/2)

Price: 300.00

Original poster Edition 2 /

Description: See Eric King's guide for complete details.

Price: 75.00

Original poster Edition 3 /

Description: "38-4" in lower left-hand corner. See Eric King's guide for complete details.

Price: 50.00

Handbill AVAL-FD-038 Edition 1 / CP005296 / CP00544

Description: 1 original (8-1/2 x 11)

Price: 160.00

Performers:

1966-12-09 1966-12-10: Avalon Ballroom

Set: Family Dog Series

Big Brother and the Holding Company / Oxford Circle / Lee Michaels

----- MAT-NR-00 1966-12-20 P-1 -----

1966-12-20 / MAT NR-00

CP007067 / CP02317

Steve Miller Blues Band, Congress of Wonders at Matrix [San Francisco, CA]

Notes: The first in the Neon Rose series.

Private Notes: NR-OP-1 \* A- 400

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-00 Edition 1 / CP007067 / CP02317

Description: First poster in the series, 1 original (14-1/8 x 19-7/8)

Price: 500.00

Performers:

1966-12-20 1966-12-23: Matrix

Set: Neon Rose

Steve Miller Blues Band / Congress of Wonders

----- AVAL-FD-040 1966-12-23 P-1 -----

1966-12-23 / AVAL FD-040

CP006304 / CP01554

Grateful Dead, Steve Miller Blues Band at Avalon Ballroom - San Francisco, CA

Private Notes: FD-HB FD-OP-1-Signed Moscoso

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-040 Edition 1 / CP006304 / CP01554

Description: 1 original (14-3/16 x 20)

Price: 500.00

Handbill AVAL-FD-040 Edition 1 / CP005298 / CP00546

Description: 1 original (8-1/2 x 11)

Price: 250.00

Performers:

1966-12-23 1966-12-24: Avalon Ballroom

Set: Family Dog Series

Grateful Dead / Steve Miller Blues Band / Moby Grape

----- MAT-NR-01 1966-12-27 P-2 -----

1966-12-27 / MAT NR-01

CP007066 / CP02316

Junior Wells, Steve Mann at Matrix [San Francisco, CA]

Private Notes: NR-P-2-Signed \* 200 A-

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster (Original) MAT-NR-01 Edition 1 / CP007066 / CP02316

Description: 1 original, 1 reprint (14 x 19-6/8)

Price: 500.00

Original poster (Reprint) MAT-NR-01 Edition 2 / CP007066

Description: 20" and tall, light green Jr. Wells, glossier/plated stock. (14 x 19-6/8)

Price: 75.00

Performers:

1966-12-27 1967-01-08: Matrix

Set: Neon Rose

Junior Wells / Steve Mann

----- NR-NR-17 1967 P-1 -----

1967 / NR NR-17

CP007083 / CP02333

Blushing Peony at Blushing Peony

Private Notes: NR-OP-1-signed \* A- 75

Event: An Extension of Your Skin

Artist: Victor Moscoso

Venue: Blushing Peony

Items:

Original poster NR-NR-17 Edition 1 / CP007083 / CP02333

Description: 1 original in 3 variations. See Eric King's  
guide for details. (14 x 20)

Price: 25.00

Performers:

1967: Blushing Peony

Set: Neon Rose

Blushng Peony

----- 1967 P-1 -----

1967 /

CP000139 / 0142

Lucifer Rising and Oracle Overprint, in Berkeley, CA

Event: The Oracle / Lucifer Rising Overprint

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP000139 / 0142 (28-3/16 x 20)

Performers:

1967: Kenneth Anger

----- SFAI-NR-18 1967 P-1 -----

1967 / SFAI NR-18

CP007084 / CP02334

Printmaking Class at San Francisco Art Institute - San Francisco, CA

Notes: Mosocos's poster for a printmaking class in San Francisco,  
and #18 in the famous Neon Rose series. This piece is difficult if  
not almost impossible to find. It is frequently a set breaker for  
Neon Rose collectors. - Michael Erlewine

Private Notes: NR-OP-1-Signed \* A- 1500

Artist: Victor Moscoso

Venue: San Francisco Art Institute

Items:

Original poster SFAI-NR-18 Edition 1 / CP007084 / CP02334

Description: 1 original (14 x -19-7/8)

Price: 1400.00

Performers:

1967: San Francisco Art Institute

Set: Neon Rose

----- 1967 P -----

1967 /

CP060446 / CP060446

Graduate Program in Printmaking

Artist: Victor Moscoso

Venue: San Francisco Art Institute

Items:

Original poster / CP060446 / CP060446 (14 x 19-7/8)

Performers:

1967: San Francisco Art Institute

----- AVAL-FD-042 1967-01-06 P-1 -----

1967-01-06 / AVAL FD-042

CP006306 / CP01556

Quicksilver Messenger Service, Steve Miller Blues Band at Avalon Ballroom - San Francisco, CA

Private Notes: FD-CD FD-OP-1-Signed-Moscoso

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-042 Edition 1 / CP006306 / CP01556

Description: 1 original, 1 reprint (13 x 19-1/8)

Price: 400.00

Original poster -FD-042 Edition 2 /

Description: No union logo. and no Double-H Press credit.

Printed in 1967. See Eric King's guide for complete details.

Price: 75.00

Postcard (Pirate) AVAL-FD-042 Edition 1 / CP002147 / 2138 (4-1/2 x 6-1/2)

Price: 375.00

Postcard AVAL-FD-042 Edition 1 / CP005301 / CP00549

Description: 1 original, first printed card in the series (4-1/2 x 6-1/2)

Price: 150.00

Postcard (Pirate) AVAL-FD-042 Edition 1 / CP002145 / 2136 (4-1/2 x 6-1/2)

Price: 375.00

Postcard (Pirate) AVAL-FD-042 Edition 1 / CP002146 / 2137 (4-1/2 x 6-1/2)

Price: 375.00

Performers:

1967-01-06 1967-01-07: Avalon Ballroom

Set: Family Dog Series

Quicksilver Messenger Service / Steve Miller Blues Band / Other Half

----- MAT-NR-02 1967-01-10 P-1 -----

1967-01-10 / MAT NR-02

CP007068 / CP02318

Steve Miller Blues Band at Matrix - San Francisco, CA

Notes: 1 original, with variations, 2 reprints.

Private Notes: NR-OP-1-Signed \* A- 150

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-02 Edition 1 / CP007068 / CP02318 Var.

A

Description: Steve Miller/Flapper in light violet on blue.

Woman appears as a negative image. (14-1/8 x 20-1/8)

Price: 1200.00

Original poster MAT-NR-02 Edition 2 /

Description: Woman appears as a positive image.

Price: 75.00

Original poster MAT-NR-02 Edition 3 /

Description: Woman appears as a positive image. See Eric King's guide for details.

Price: 140.00

Performers:

1967-01-10: Matrix

Set: Neon Rose

Steve Miller Blues Band

1967-01-15: Steve Miller Blues Band

----- MAT-NR-03 1967-01-17 P-1 -----

1967-01-17 / MAT NR-03

CP007069 / CP02319

Big Brother and the Holding Company at Matrix - San Francisco, CA

Notes: This item appears in the Art of Rock book, plate no. 2.126

Private Notes: NR-P-3-Signed A- 300 \*

Artist: Victor Moscoso

Venue: Matrix

Promoter: Book: Art of Rock

Items:

Original poster MAT-NR-03 Edition 1 / CP007069 / CP02319

Description: 1 original, in 3 variations. See Eric King's guide for details. (14 x 20)

AORplate: 2.126

Price: 300.00

Original poster MAT-NR-03 Edition 2 /

Description: See Eric King's guide for details.

AORplate: 2.126

Price: 150.00

Performers:

1967-01-17 1967-01-22: Matrix

Set: Neon Rose

Big Brother and the Holding Company

----- AVAL-FD-044 1967-01-20 P-1 -----

1967-01-20 / AVAL FD-044

CP006308 / CP01558



Steve Miller Blues Band, Lee Michaels at Avalon Ballroom - San Francisco, CA

Private Notes: FD-CD(bulk2) FD-OP-1-Signed Moscoso

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-044 Edition 1 / CP006308 / CP01558

Description: 1 original, 1 reprint (225)

Price: 150.00

Original poster Edition 2 /

Description: See Eric King's guide for complete details.

(225)

Postcard AVAL-FD-044 Edition 1 / CP005302 / CP00550

Description: 1 card with 3 variants. See Eric King's guide for complete details. (5-1/16 x 7)

Price: 20.00

Performers:

1967-01-20 1967-01-21: Avalon Ballroom

Set: Family Dog Series

Steve Miller Blues Band / Lee Michaels / Congress of Wonders

----- MAT-NR-04 1967-01-31 P-1 -----

1967-01-31 / MAT NR-04

CP007070 / CP02320

Big Brother and the Holding Company at Matrix - San Francisco, CA

Private Notes: NR-OP-2-Signed A- 300 \*

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-04 Edition 1 / CP007070 / CP02320

Description: 1 original, 1 reprint (14 x 20)

Price: 300.00

Original poster MAT-NR-04 Edition 2 /

Description: See Eric King's guide for details.

Price: 50.00

Performers:

1967-01-31 1967-02-05: Matrix

Set: Neon Rose

Big Brother and the Holding Company

----- AVAL-FD-046 1967-02-03 P-1 -----

1967-02-03 / AVAL FD-046

CP006310 / CP01560

Country Joe and the Fish, Sparrow at Avalon Ballroom - San Francisco, CA

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

Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-046 Edition 1 / CP006310 / CP01560

Description: 1 original and 1 variant, 1 reprint (5 x 7)

Price: 175.00

Original poster -FD-046 Edition 2 /

Description: See Eric King's guide for complete details.

Price: 30.00

Postcard AVAL-FD-046 Edition 1 / CP005304 / CP00552

Description: 1 original, several variants (5 x 7)

Price: 75.00

Performers:

1967-02-03 1967-02-04: Avalon Ballroom

Set: Family Dog Series

Country Joe and the Fish / Sparrow / Kaleidoscope / Dance of  
the Five Moons

----- MAT-NR-05 1967-02-06 P-1 -----

1967-02-06 / MAT NR-05

CP007071 / CP02321

Sopwith Camel, Only Alternative at Matrix - San Francisco, CA

Private Notes: NR-OP-1-Signed \* A- 100

Event: The Only Alternative

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-05 Edition 1 / CP007071 / CP02321

Description: original has (c) Neon Rose Moscoso, reprint is  
different. See Eric King's guide for details. (14 x 20)

Price: 100.00

Original poster MAT-NR-05 Edition 2 /

Description: See Eric King's guide for details.

Price: 40.00

Performers:

1967-02-06 1967-02-12: Matrix

Set: Neon Rose

Sopwith Camel / Only Alternative

----- AVAL-FD-047 1967-02-10 P-1 -----

1967-02-10 / AVAL FD-047

CP006311 / CP01561

Steve Miller Blues Band, Lee Michaels at Avalon Ballroom - San  
Francisco, CA

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

Artist: Victor Moscoso

Venue: Avalon Ballroom  
Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-047 Edition 1 / CP006311 / CP01561

Description: 1 original, 1 reprint (20-3/16 x 14-1/4)

Price: 175.00

Original poster -FD-047 Edition 2 /

Description: See Eric King's guide for complete details.

Price: 55.00

Postcard AVAL-FD-047 Edition 1 / CP005305 / CP00553

Description: 1 original with postal variants (5 x 7)

Price: 200.00

Postcard (Pirate) AVAL-FD-047 Edition 1 / CP000107 / 0108

Description: Proof

Performers:

1967-02-10 1967-02-11: Avalon Ballroom

Set: Family Dog Series

Steve Miller Blues Band / Lee Michaels / Peanut Butter

Conspiracy

----- MAT-NR-06 1967-02-13 P-2 -----

1967-02-13 / MAT NR-06

CP007072 / CP02322

Blues Project at Matrix - San Francisco, CA

Private Notes: NR-OP-2-Signed \* A- 400

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-06 Edition 1 / CP001446 / 1468

Description: Negative image in pink, green, blue. See Eric King's guide for details.

Price: 1500.00

Original poster (Original) MAT-NR-06 Edition 2 / CP007072 / CP02322

Description: Positive image in orange, green, and blue, 1 reprint. See Eric King's guide for details. (14 x 20)

Price: 200.00

Handbill MAT-NR-06 Edition 1 /

Description: B&W handbill. See Eric King's guide for details. Sam image as poster.

Price: 200.00

Performers:

1967-02-13 1967-02-16: Matrix

Set: Neon Rose

Blues Project

----- MAT-NR-07 1967-02-17 P-1 -----

1967-02-17 / MAT NR-07  
CP007073 / CP02323  
Only Alternative at Matrix - San Francisco, CA  
Private Notes: NR-OP-2-Signed \*100  
Artist: Victor Moscoso  
Venue: Matrix  
Items:  
Original poster MAT-NR-07 Edition 1 / CP007073 / CP02323  
Description: 1 original, 3 reprints. No "Photo: FRED ROTH."  
(14 x 20)  
Price: 240.00  
Original poster MAT-NR-07 Edition 2 /  
Description: Version with "Photo: FRED ROTH" in white. See  
Eric King's guide for details. (14 x 20)  
Price: 30.00  
Original poster MAT-NR-07 Edition 3 /  
Description: "Photo: FRED ROTH" in red/brown. See Eric  
King's guide for details.  
Price: 15.00  
Performers:  
1967-02-17 1967-02-19: Matrix  
Set: Neon Rose  
Only Alternative

----- AVAL-FD-049 1967-02-24 P-1 -----  
1967-02-24 / AVAL FD-049  
CP006313 / CP01563  
Moby Grape, Charlatans at Avalon Ballroom - San Francisco, CA  
Private Notes: FD-CD(stamp) FD-OP-1-Signed-Moscoso  
Event: Neptune's Notion  
Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents  
Items:  
Original poster AVAL-FD-049 Edition 1 / CP006313 / CP01563  
Description: 1 original, 1 reprint (14 x 20)  
Price: 225.00  
Original poster -FD-049 Edition 2 /  
Description: See Eric King's guide for complete details.  
Price: 60.00  
Postcard AVAL-FD-049 Edition 1 / CP005289 / CP00537  
Description: 1 original with postal variants. See Eric  
King's guide for complete details. (5 x 6-15/16)  
Price: 20.00  
Performers:  
1967-02-24 1967-02-25: Avalon Ballroom  
Set: Family Dog Series

Moby Grape / Charlatans

----- MAT-NR-08 1967-02-28 P-1 -----

1967-02-28 / MAT NR-08  
CP007074 / CP02324

Otis Rush at Matrix - San Francisco, CA

Notes: Photo by Paul Ubac

Private Notes: NR-OP-1-Signed \* A- 250

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-08 / CP009831 / CS04926

Original poster MAT-NR-08 Edition 1 / CP007074 / CP02324

Description: 1 original (14 x 20)

Price: 250.00

Performers:

1967-02-28 1967-03-02: Matrix

Set: Neon Rose

Otis Rush

----- AVAL-FD-050 1967-03-03 P-1 -----

1967-03-03 / AVAL FD-050  
CP006314 / CP01564

Country Joe and the Fish, Sparrow at Avalon Ballroom - San Francisco, CA

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

Event: Break On Through To The Other Side

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-050 Edition 1 / CP006314 / CP01564

Description: 1 original, 1 reprint with 3 variants (14 x 19-

6/8)

Price: 700.00

Original poster -FD-050 Edition 2 /

Description: "No. 50-1, but is NOT the original poster. See Eric King's guide for complete details.

Price: 250.00

Original poster -FD-050 Edition 3 /

guide for complete details.

Price: 400.00

Original poster -FD-050 Edition 4 /

Description: See Eric King's guide for complete details.

Price: 300.00

Postcard AVAL-FD-050 Edition 1 / CP005308 / CP00556

Description: 1 original with postal variants. See Eric King's guide for complete details. (5 x 7)

Price: 50.00

Performers:

1967-03-03 1967-03-04: Avalon Ballroom

Set: Family Dog Series

Country Joe and the Fish / Sparrow / Doors

----- MAT-NR-09 1967-03-03 P-2 -----

1967-03-03 / MAT NR-09

CP007075 / CP02325

Wildflower at Matrix - San Francisco, CA

Private Notes: NR-OP-2-Signed \*A- 75

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster MAT-NR-09 Edition 1 /

Description: Green border. See Eric King's guide for details.

Price: 350.00

Original poster MAT-NR-09 Edition 2 / CP007075 / CP02325

Description: Orange border. (14 x 20)

Price: 100.00

Performers:

1967-03-03 1967-03-04: Matrix

Set: Neon Rose

Wildflower

----- MAT-NR-10 2.127 1967-03-07 P-2 -----

1967-03-07 / MAT NR-10 2.127

CP007093 / CP02343

Doors at Matrix - San Francisco, CA

Notes: This item appears in the Art of Rock book, plate no. 2.127

Private Notes: NR-OP-2-Signed \* A- 200

Artist: Victor Moscoso

Venue: Matrix

Promoter: Book: Art of Rock

Items:

Original poster MAT-NR-10 2.127 Edition 1 /

Description: Green border. See Eric King's guide for details. (14 x 20)

AORPlate: 2.127

Price: 1000.00

Original poster MAT-NR-10 2.127 Edition 2 / CP007093 / CP02343

Description: 1 original, 1 reprint. orange border. See Eric King's guide for details. (14 x 20)

AORPlate: 2.127

Price: 125.00

Performers:

1967-03-07 1967-03-11: Matrix

Set: Neon Rose

Doors

----- 1967-03-07 P -----

1967-03-07 /

CP060101 / CP060101

Doors at Matrix - San Francisco, CA

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster / CP060101 / CP060101 (14 x 20)

Performers:

1967-03-07 1967-03-11: Matrix

Set: Neon Rose

Doors

----- AVAL-FD-051 1967-03-10 P-1 -----

1967-03-10 / AVAL FD-051

CP006315 / CP01565

Quicksilver Messenger Service, Steve Miller Blues Band at Avalon  
Ballroom - San Francisco, CA

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

Event: Peacock Ball

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-051 Edition 1 / CP006315 / CP01565

Description: 1 original, 1 reprint (14 x 20)

Price: 100.00

Original poster Edition 2 /

Description: family Dog logo in upper-left corner in white.

See Eric King's guide for complete details.

Price: 50.00

Postcard AVAL-FD-051 Edition 1 / CP005309 / CP00557

Description: 1 original with postal variants. See Eric

King's guide for complete details. (5 x 7-1/8)

Price: 20.00

Performers:

1967-03-10 1967-03-11: Avalon Ballroom

Set: Family Dog Series

Quicksilver Messenger Service / Steve Miller Blues Band /

Daily Flash / Love Conspiracy Commune

----- AVAL-FD-053 1967-03-22 P-1 -----

1967-03-22 / AVAL FD-053

CP006317 / CP01567

Quicksilver Messenger Service, John Lee Hooker at Avalon Ballroom -  
San Francisco, CA

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

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-053 Edition 1 / CP006317 / CP01567

Description: 1 original, 1 reprint (14-1/8 x 20)

Price: 600.00

Original poster Edition 2 /

Description: "No. 53-1" in lower right-hand corner, but  
this is NOT a first printing. See Eric King's guide for complete  
details.

Price: 40.00

Postcard AVAL-FD-053 Edition 1 / CP005311 / CP00559

Description: 1 original with postal variants. See Eric  
King's guide for complete details. (5 x 7-1/16)

Price: 20.00

Performers:

1967-03-22 1967-03-23: Avalon Ballroom

Set: Family Dog Series

Quicksilver Messenger Service / John Lee Hooker / Steve  
Miller Blues Band

----- MAT-NR-12 2.128 1967-03-28 P-1 -----

1967-03-28 / MAT NR-12 2.128

CP005903 / CP01152

Chambers Brothers at Matrix [San Francisco, CA]

Notes: This item appears in the Art of Rock book, plate no. 2.128

Private Notes: NR-OP-1-signed \* 350

Artist: Victor Moscoso

Venue: Matrix

Promoter: Book: Art of Rock

Items:

Original poster MAT-NR-12 2.128 Edition 1 / CP005903 / CP01152

Description: 1 original (14 x 20)

AORPlate: 2.128

Price: 200.00

Performers:

1967-03-28 1967-03-30: Matrix

Set: Neon Rose



Chambers Brothers

----- AVAL-FD-055 1967-03-31 C -----  
1967-03-31 / AVAL FD-055  
CP005313 / CP00569  
Big Brother and the Holding Company, Charlatans at Avalon Ballroom  
- San Francisco, CA  
Private Notes: FD-CD(stamp) FD-OP-1-signed-Moscoso  
Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents  
Items:  
Original poster AVAL-FD-055 Edition 1 / CP005313 / CP00569  
Description: 1 original with postal variants (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-055 / CP005313 / CP00561  
Description: 1 original with 2 postal variations. See Eric  
King's guide for complete details. (5 x 6)  
Price: 25.00  
Performers:  
1967-03-31 1967-04-01: Avalon Ballroom  
Set: Family Dog Series  
Big Brother and the Holding Company / Charlatans / Blue Cheer

----- WEB-NR-11 1967-04-01 P-1 -----  
1967-04-01 / WEB NR-11  
CP007077 / CP02327  
Cloud, Plastic Explosion at Webbs - Stockton, CA  
Private Notes: NR-OP-1-Signed \* A- 125  
Event: Rites of Spring  
Artist: Victor Moscoso  
Venue: Webbs  
Items:  
Original poster WEB-NR-11 Edition 1 / CP007077 / CP02327  
Description: 1 original (14 x 20)  
Price: 25.00  
Performers:  
1967-04-01: Webbs  
Set: Neon Rose  
Cloud / Plastic Explosion

----- WEB-NR-13c 1967-04-14 P-1 -----  
1967-04-14 / WEB NR-13c  
CP000938 / 0955

Plastic Explosion, Plague at Webbs - Stockton, CA

Private Notes: NR-OP-1 \* B 100

Event: Death and Transfiguration: An Audio Chromatic

Environment

Artist: Victor Moscoso

Venue: Webbs

Items:

Original poster WEB-NR-13c Edition 1 / CP000938 / 0955

Description: 1 original. See Eric King's guide for details.

(14 x 20)

Price: 100.00

Performers:

1967-04-14 1967-04-15: Webbs

Set: Neon Rose

Plastic Explosion / Plague

----- WEB-NR-13A 1967-04-14 P-1 -----

1967-04-14 / WEB NR-13A

CP007079 / CP02329

Plastic Explosion, Plague at Webbs [Stockton, CA]

Private Notes: NR-OP-1-Signed \* A- 125

Event: Death and Transfiguration, An Audio-Chromatic

Environment

Artist: Victor Moscoso

Venue: Webbs

Items:

Original poster WEB-NR-13A Edition 1 / CP007079 / CP02329

Description: 1 original (14 x 20)

Price: 75.00

Performers:

1967-04-14: Webbs

Set: Neon Rose

Plastic Explosion / Plague

----- WEB 1967-04-14 P -----

1967-04-14 / WEB

CP006098 / CP01347

Plastic Explosion, Plague at Webbs - Stockton, CA

Notes: Berkeley Bonaparte

Private Notes: Neon Rose ?

Artist: Victor Moscoso

Venue: Webbs

Items:

Original poster WEB / CP006098 / CP01347

Original poster WEB-13B Edition 1 / CP019816 / XHNRP

Description: Uncut pairs, only one such printing (20 x 28-

1/4)

Performers:

1967-04-14: Webbs

Set: Neon Rose

Plastic Explosion / Plague

----- AVAL-FD-057 1967-04-14 P-1 -----

1967-04-14 / AVAL FD-057

CP006321 / CP01571

Doors, Steve Miller Blues Band at Avalon Ballroom [San Francisco, CA]

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

Event: Swirley

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-057 Edition 1 / CP006321 / CP01571

Description: 1 original, 1 reprint (22-1/2 x 14)

Price: 1000.00

Original poster Edition 2 /

Description: See Eric King's guide for complete details.

Price: 250.00

Postcard AVAL-FD-057 Edition 1 / CP005315 / CP00563

Description: 1 original with postal variants (5 x 7)

Price: 100.00

Postcard (Pirate) AVAL-FD-057 Edition PP / CP000106 / 0107

Performers:

1967-04-14 1967-04-15: Avalon Ballroom

Set: Family Dog Series

Doors / Steve Miller Blues Band / Haji Baba

----- NR-NR-19 1967-04-17 P -----

1967-04-17 / NR NR-19

CP009829 / CS04924

The Committee Performance of The Chairs, By Ionesco

Private Notes: NR-OP-1 \* A-/B+ 200

Artist: Victor Moscoso

Venue: Set: Neon Rose

Items:

Original poster NR-NR-19 / CP009829 / CS04924

Description: 1 original (14 x 20)

Price: 200.00

Performers:

1967-04-17: Set: Neon Rose

----- AVAL-FD-059 1967-04-28 P-1 -----

1967-04-28 / AVAL FD-059  
CP006323 / CP01573  
Chambers Brothers, Iron Butterfly at Avalon Ballroom - San Francisco, CA  
Private Notes: FD-CD(stamp) FD-OP-1-Signed-Moscoso  
Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents  
Items:  
Original poster AVAL-FD-059 Edition 1 / CP006323 / CP01573  
Description: 1 original, 2 reprints (14 x 20)  
Price: 300.00  
Original poster Edition 2 /  
Description: "No. 59-1," but this is NOT a first printing.  
See Eric King's guide for complete details.  
Price: 50.00  
Postcard AVAL-FD-059 Edition 1 / CP005317 / CP00565  
Description: 1 original with postal variants. See Eric King's guide for complete details. (4-7/8 x 7)  
Price: 75.00  
Performers:  
1967-04-28 1967-04-29: Avalon Ballroom  
Set: Family Dog Series  
Chambers Brothers / Iron Butterfly

----- MAT-NR-14 1967-05-09 P-1 -----  
1967-05-09 / MAT NR-14  
CP007080 / CP02330  
Sparrow at Matrix - San Francisco, CA  
Private Notes: NR-OP-1-Signed \* A 175  
Event: The Sparrow  
Artist: Victor Moscoso  
Venue: Matrix  
Items:  
Original poster MAT-NR-14 Edition 1 / CP007080 / CP02330  
Description: 1 original (14 x 20)  
Price: 125.00  
Performers:  
1967-05-09 1967-05-10: Matrix  
Set: Neon Rose  
Sparrow

----- AVAL-FD-061 1967-05-12 P-1 -----  
1967-05-12 / AVAL FD-061  
CP006325 / CP01575  
Doors, Sparrow at Avalon Ballroom - San Francisco, CA  
Private Notes: FD-CD(stamp) FD-OP-1-Signed-Moscoso

Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-061 Edition 1 / CP006325 / CP01575

Description: 1 original, 1 reprint (14 x 20)

Price: 500.00

Original poster -FD-061 Edition 2 /

Description: "No. 61-1," but this is NOT a first printing.

See Eric King's guide for complete details.

Price: 200.00

Original poster -FD-061 Edition 3 /

Description: See Eric King's guide for complete details.

Price: 125.00

Postcard AVAL-FD-061 Edition 1 / CP005319 / CP00567

Description: 1 original with postal variants. See Eric King's guide for complete details. (5 x 7)

Price: 50.00

Performers:

1967-05-12 1967-05-13: Avalon Ballroom

Set: Family Dog Series

Doors / Sparrow

----- AVAL-FD-064 1967-06-01 P-1 -----

1967-06-01 / AVAL FD-064

CP005624 / CP00873

Steve Miller Blues Band, Daily Flash at Avalon Ballroom - San Francisco, CA

Private Notes: FD-CD(stamp) FD-OP-1-Signed-Moscoso \* A/A- 100

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-064 Edition 1 / CP005624 / CP00873

Description: 1 original, 2 reprints (14 x 20)

Price: 400.00

Original poster AVAL Edition 2 /

Price: 175.00

Postcard AVAL-FD-064 Edition 1 / CP005322 / CP00570

Description: 1 original with postal variants. See Eric King's guide for complete details. (4-15/16 x 7)

Price: 50.00

Performers:

1967-06-01: Avalon Ballroom

Set: Family Dog Series

Steve Miller Blues Band / Daily Flash

1967-06-02: Steve Miller Blues Band / Daily Flash

1967-06-03: Doors / Steve Miller Blues Band

1967-06-04: Doors / Steve Miller Blues Band

----- AVAL-FD-066 1967-06-15 P-1 -----

1967-06-15 / AVAL FD-066

CP006330 / CP01580

Youngbloods, Siegel Schwall Blues Band at Avalon Ballroom - San Francisco, CA

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

Artist: Victor Moscoco

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-066 Edition 1 / CP006330 / CP01580

Description: 1 original, 1 reprint (14 x 20)

Price: 100.00

Original poster Edition 2 /

Description: See Eric King's guide for complete details.

Price: 40.00

Postcard AVAL-FD-066 Edition 1 / CP005324 / CP00572

Description: 1 original with postal variants. See Eric King's guide for complete details. (5 x 7)

Price: 25.00

Performers:

1967-06-15 1967-06-18: Avalon Ballroom

Set: Family Dog Series

Youngbloods / Siegel Schwall Blues Band

----- AVAL-FD-068 1967-06-29 P-1 -----

1967-06-29 / AVAL FD-068

CP006332 / CP01582

Quicksilver Messenger Service, Mount Rushmore at Avalon Ballroom - San Francisco, CA

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

Artist: Victor Moscoco

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-068 Edition 1 / CP006332 / CP01582

Description: 1 reprint, 2 reprints (14 x 20-2/8)

Price: 100.00

Original poster -FD-068 Edition 2 /

Description: See Eric King's guide for complete details.

Price: 50.00

Postcard AVAL-FD-068 Edition 1 / CP005326 / CP00574

Description: 1 original with postal variants. See Eric King's guide for complete details. (4-15/16 x 7-1/16)

Price: 25.00

Performers:

1967-06-29 1967-07-02: Avalon Ballroom

Set: Family Dog Series

Quicksilver Messenger Service / Mount Rushmore / Big Brother  
and the Holding Company / Horns of Plenty / Blue Cheer

----- AVAL-FD-070 1967-07-06 P-1 -----

1967-07-06 / AVAL FD-070

CP006334 / CP01584

Steve Miller Blues Band, Siegel Schwall Blues Band at Avalon  
Ballroom - San Francisco, CA

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

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-070 Edition 1 / CP006334 / CP01584

Description: 1 original and 1 variant. See Eric King's guide  
for complete details. (14 x 20-1/8)

Price: 80.00

Postcard AVAL-FD-070 Edition 1 / CP005328 / CP00576

Description: 1 original with postal variants (5 x 7)

Price: 20.00

Performers:

1967-07-06 1967-07-09: Avalon Ballroom

Set: Family Dog Series

Steve Miller Blues Band / Siegel Schwall Blues Band

----- MOOR 1967-07-16 P -----

1967-07-16 / MOOR

CP060017 / CP060017

Joint Show Artist Bio at the Moore Gallery

Benefit: Cycle Trip

Artist: Victor Moscoso

Venue: Moore Gallery

Promoter: Joint Show

Items:

Original poster MOOR / CP060017 / CP060017 (9.5 x 11)

Performers:

1967-07-16: Moore Gallery

----- MOOR 1967-07-16 P -----

1967-07-16 / MOOR

CP060018 / CP060018

Joint Show Artist Bio at the Moore Gallery

Benefit: Self portrait  
Artist: Victor Moscoso  
Venue: Moore Gallery  
Promoter: Joint Show

Items:

Original poster MOOR / CP060018 / CP060018 (9.5 x 11)

Performers:

1967-07-16: Moore Gallery

----- MOOR-NR-25(B-6) 2.351 1967-07-17 P-1

-----  
1967-07-17 / MOOR NR-25(B-6) 2.351  
CP005928 / CP01177

The Joint Show at Moore Gallery

Notes: This oversized poster was created for the first Joint Show at Moore Gallery in San Francisco in July of 1967. The show featured posters by Wes Wilson, Rick Griffin, Stanley Mouse, Alton Kelly, and Moscoso. Of the five artists, Moscoso's work is by far the most startling and unusual. Some even find it disturbing and all recognise its overt sensuality. This is a very different Victor Moscoso, a poster once seen in person, that you won't forget -- a daring and beautiful piece.

This item appears in the Art of Rock book, plate no. 2.351

Private Notes: NR-OP-2 \* A- 75 CHECK

Other: Joint Show at The Moore Gallery

Artist: Victor Moscoso

Venue: Moore Gallery

Promoter: Joint Show

Items:

Original poster MOOR-NR-25(B-6) 2.351 Edition 1 / CP005928 / CP01177

Description: 1 double-sized original in 5 variations, 1 reprint. See Eric King's guide for details. (22 x 28-2/8)

AORplate: 2.351

Price: 75.00

Original poster MOOR-NR-25(B-6) 2.351 Edition 2 /

Description: Reprint. Discovered in 1999. See Eric King's guide for details.

AORplate: 2.351

Performers:

1967-07-17: Moore Gallery

Set: Neon Rose

----- MOOR 1967-07-17 P-1 -----

1967-07-17 / MOOR



CP000675 / 0682

The Joint Show Card at Moore Gallery

Other: Art Show

Artist: Stanley Mouse

Venue: Moore Gallery

Promoter: Joint Show

Items:

Original poster MOOR Edition 1 / CP000675 / 0682 (12-1/2 x 4-3/4)

Performers:

1967-07-17: Moore Gallery

----- 1967-07-17 P -----

1967-07-17 /  
CP052187 / CP052187

Self Portrait

Notes: This is a pair of bi-fold cards, each like a greeting card [with (4) 5&1/2x9&1/2" pages on yellow stock] which were an individual 'artist biography', and part of the press promotion for the watershed art exhibition of the Psychedelic 60's in San Francisco... "THE JOINT SHOW", which opened to much fanfare on 7/17/1967, at The Moore Galleries. These artists by & large gained international fame around this period for their posters for rock dance concerts [Mainly at the Family Dog's Avalon Ballroom & Bill Graham's Fillmore Auditorium in San Francisco] & other graphics related to the underground psychedelic scene. Both did extensive work for many SF Bay Area bands, such as The Grateful Dead. The front of each gate-fold card features a close-up photo of the artist, in this case Victor Moscoso & Stanley Mouse, by rock concert artist & photographer Bob Seidemann. The interiors open to show additional artwork by the artist. Mouse's has a sort of inkblot abstract, and Moscoso's has a pair of drawings of cycling birds.. The back cover of Mouse's has his astrological chart & birth info, while Victor's has, a collage piece entitled, "self portrait". --  
Jacaerber Kastor

Artist: Victor Moscoso

Venue: Moore Gallery

Items:

Original poster / CP052187 / CP052187

Performers:

1967-07-17: Moore Gallery

----- WAIK-NR-16 1967-08-08 P-1 -----

1967-08-08 / WAIK NR-16  
CP007082 / CP02332

Canned Heat Blues Band, Country Joe and the Fish at Waikiki  
Bandshell - Maui, HI

Private Notes: NR-OP-2-Signed \* A- 150

Event: Hawaii Pop Rock Festival

Artist: Victor Moscoso

Venue: Waikiki Bandshell

Promoter: Ward and Gossert

Items:

Original poster WAIK-NR-16 Edition 1 / CP007082 / CP02332 Var.

A

Description: 1 original in 2 variants. See Eric King's  
guide for details. (14 x 20)

Price: 100.00

Performers:

1967-08-08: Waikiki Bandshell

Set: Neon Rose

Canned Heat Blues Band / Country Joe and the Fish / Luke's  
Pineapple Store / Blues Crew / Tony Sonoda / Sunshine Company

----- AVAL-FD-075 1967-08-10 P-1 -----

1967-08-10 / AVAL FD-075

CP006339 / CP01589

Moby Grape, Vanilla Fudge at Avalon Ballroom - San Francisco, CA

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

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-075 Edition 1 / CP006339 / CP01589

Description: 1 original, 1 reprint (14 x 20)

Price: 75.00

Original poster -FD-075 Edition 2 /

Description: See Eric King's guide for complete details.

Price: 40.00

Postcard AVAL-FD-075 Edition 1 / CP005333 / CP00581

Description: 1 original with postal variants. See Eric  
King's guide for complete details. (5 x 7)

Price: 20.00

Performers:

1967-08-10 1967-08-13: Avalon Ballroom

Set: Family Dog Series

Moby Grape / Vanilla Fudge

1967-08-11: Canned Heat Blues Band / Vanilla Fudge

1967-08-12: Canned Heat Blues Band / Vanilla Fudge

1967-08-13: Moby Grape / Vanilla Fudge

----- AVAL-FD-081 1967-09-15 P-1 -----

1967-09-15 / AVAL FD-081  
CP006345 / CP01595  
Youngbloods, Other Half at Avalon Ballroom - San Francisco, CA  
Private Notes: FD-CD(stamp) FD-OP-1-Signed-Moscoco  
Artist: Victor Moscoco  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents  
Items:  
Original poster AVAL-FD-081 Edition 1 / CP006345 / CP01595  
Description: 1 original, 1 reprint with 1 variant (14 x 20-  
1/8)  
Price: 250.00  
Original poster AVAL-FD-081 Edition 2 /  
Price: 50.00  
Postcard AVAL-FD-081 Edition 1 / CP005339 / CP00587  
Description: 1 original with postal variants. See Eric  
King's guide for complete details. (4-7/8 x 6-15/16)  
Price: 30.00  
Performers:  
1967-09-15: Avalon Ballroom  
Set: Family Dog Series  
Youngbloods / Other Half / Mad River  
1967-09-16: Youngbloods / Other Half  
1967-09-17: Other Half / Mad River

----- -NR-21(B-2) 2.356 1967-10-02 P-1 ----  
-----

1967-10-02+ / NR-21(B-2) 2.356  
CP006089 / CP01338  
Poster Show at Nieman-Marcus - Dallas, TX  
Notes: This item appears in the Art of Rock book, plate no. 2.356  
Private Notes: NR-OP-1 \* A-/B+ 45  
Other: Art Show  
Event: Poster Exhibition For Various Artists at Nieman Marcus  
Artist: Victor Moscoco  
Venue: Nieman-Marcus  
Promoter: Book: Art of Rock  
Items:  
Original poster -NR-21(B-2) 2.356 Edition 1 / CP006089 /  
CP01338  
Description: 1 original, double sized. (22 x 28)  
AORPlate: 2.356  
Price: 40.00  
Performers:  
1967-10-02+: Nieman-Marcus  
Set: Neon Rose  
Poster Show

----- AVAL-FD-086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD-086  
CP006351 / CP01601

Blue Cheer, Lee Michaels at Avalon Ballroom - San Francisco, CA

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

Artist: Victor Moscoco

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-086 Edition 1 / CP006351 / CP01601

Description: 1 original, 1 reprint (14 x 20)

Price: 150.00

Original poster AVAL-FD-086 Edition 2 /

Description: See Eric King's guide for complete details.

Price: 35.00

Postcard AVAL-FD-086 Edition 1 / CP005344 / CP00592

Description: 1 original with postal variants. See Eric

King's guide for complete details. (5 x 7)

Price: 25.00

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

Set: Family Dog Series

Blue Cheer / Lee Michaels / Clifton Chenier

----- AVAL-FD 086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD 086  
CP009708 / CS04707

Original Art FD-86

Artist: Victor Moscoco

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD 086 Edition 1 / CP009708 / CS04707

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

----- AVAL-FD 086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD 086  
CP009709 / CS04708

Original Art FD-86

Artist: Victor Moscoco

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD 086 Edition 1 / CP009709 / CS04708

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

----- AVAL-FD 086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD 086

CP009710 / CS04709

Original Art FD-86

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD 086 Edition 1 / CP009710 / CS04709

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

----- AVAL-FD 086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD 086

CP009711 / CS04710

Original Art FD-86

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD 086 Edition 1 / CP009711 / CS04710

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

----- AVAL-FD 086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD 086

CP009712 / CS04711

Original Art FD-86

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD 086 Edition 1 / CP009712 / CS04711

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

----- AVAL-FD 086 1967-10-06 P-1 -----

1967-10-06 / AVAL FD 086

CP009713 / CS04712

Original Art FD-86

Artist: Victor Moscoso  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents

Items:

Original poster AVAL-FD 086 Edition 1 / CP009713 / CS04712

Performers:

1967-10-06 1967-10-08: Avalon Ballroom

----- -NR-15 1967-11-00 P-1 -----

1967-11-00 / NR-15

CP005904 / CP01153

Haight Ashbury Neighborhood "Clean In", San Francisco, CA

Private Notes: NR-OP-2-Signed \*100 A-

Event: Haight Ashbury Neighborhood "Clean In"

Artist: Victor Moscoso

Venue: Haight-Ashbury Neighborhood "Clean-In"

Items:

Original poster -NR-15 / CP007081 / CP02331

Description: See Eric King's guide for details. (14 x 20)

Original poster -NR-15 Edition 1 / CP005904 / CP01153

Description: 1 original in 5 variations (14 x 20)

Price: 25.00

Performers:

1967-11-00: Haight-Ashbury Neighborhood "Clean-In"

Set: Neon Rose

----- D1601-FD-D-12 1967-11-17 P-1 -----

1967-11-17 / D1601 FD-D-12

CP005639 / CP00888

Chuck Berry, Sons of Champlin at 1601 West Evans Street - Denver,  
CO

Private Notes: FD-CD(stamp) \*B+/B 125

Artist: Victor Moscoso

Venue: 1601 West Evans Street

Promoter: Family Dog in Denver

Items:

Original poster D1601-FD-D-12 Edition 1 / CP005639 / CP00888

Description: 1 original (14 x 20-1/8)

Price: 125.00

Postcard D1601-FD-D-12 Edition 1 / CP005381 / CP00629

Description: 1 original with postal variants. See Eric  
King's guide for complete details. (4-7/8 x 6-7/8)

Price: 20.00

Performers:

1967-11-17 1967-11-18: 1601 West Evans Street  
Set: Family Dog Denver  
Chuck Berry / Sons of Champlin

----- D1601-FD-D-13 1967-12-01 P-1 -----

1967-12-01 / D1601 FD-D-13  
CP006367 / CP01617

Jim Kweskin and his Jug Band, Solid Muldoon at 1601 West Evans  
Street

Private Notes: FD-CD(stamp)  
Artist: Rick Griffin  
Venue: 1601 West Evans Street  
Promoter: Family Dog in Denver

Items:

Original poster D1601-FD-D-13 Edition 1 / CP006367 / CP01617  
Description: 1 original (14-1/8 x 20)  
Price: 50.00

Postcard D1601-FD-D-13 Edition 1 / CP005382 / CP00630  
Description: 1 original with postal variants. See Eric

King's guide for complete details. (5 x 7)  
Price: 20.00

Performers:

1967-12-01 1967-12-02: 1601 West Evans Street  
Set: Family Dog Denver  
Jim Kweskin / Solid Muldoon

----- AVAL-FD-095 1967-12-08 P-1 -----

1967-12-08 / AVAL FD-095  
CP006366 / CP01616

Jim Kweskin and his Jug Band, Sons of Champlin at Avalon Ballroom -  
San Francisco, CA

Private Notes: FD-CD(stamp) FD-OP-1-Signed-Moscoco  
Artist: Rick Griffin  
Venue: Avalon Ballroom  
Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-095 Edition 1 / CP006366 / CP01616  
Description: 1 original (14 x 20)  
Price: 50.00

Postcard AVAL-FD-095 Edition 1 / CP005353 / CP00601  
Description: 1 original with postal variants. See Eric

King's guide for complete details. (5 x 7)  
Price: 25.00

Performers:

1967-12-08 1967-12-10: Avalon Ballroom  
Set: Family Dog Series

Jim Kweskin / Sons of Champlin

----- NR-NR-22(B-3) 1967-12-25 P-1 -----

1967-12-25 / NR NR-22(B-3)  
CP006091 / CP01340

Pablo Ferro Film Advertisement

Private Notes: NR-OP-1 \* A- 350

Artist: Victor Moscoso

Venue: Set: Neon Rose

Items:

Original poster NR-NR-22(B-3) Edition 1 / CP006091 / CP01340

Description: 1 original, double sized. See Eric King's  
guide for details. (22 x 27-7/8)

Price: 350.00

Performers:

1967-12-25: Set: Neon Rose

----- NR-NR-26(B-7) 1968 P-1 -----

1968 / NR NR-26(B-7)  
CP000142 / 0145

Art Show: The San Francisco Poster 1968, A Touring Poster Show

Private Notes: NR-OP-1 \* A/A- 400

Other: Art Show

Artist: Victor Moscoso

Venue: Set: Neon Rose

Items:

Original poster NR-NR-26(B-7) Edition 1 / CP000142 / 0145

Description: 1 original, double sized (22 x 28-1/8)

Price: 450.00

Performers:

1968: Set: Neon Rose

San Francisco Poster 1968

----- AVAL-FD-104 1968-02-02 P-1 -----

1968-02-02 / AVAL FD-104  
CP006379 / CP01629

Electric Flag, Mad River at Avalon Ballroom - San Francisco, CA

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

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Original poster AVAL-FD-104 Edition 1 / CP006379 / CP01629

Description: 1 original (14 x 20)

Price: 100.00



Postcard AVAL-FD-104 Edition 1 / CP005362 / CP00610

Description: 1 original with postal variants. See Eric King's guide for complete details. (5 x 7)

Price: 25.00

Performers:

1968-02-02 1968-02-04: Avalon Ballroom

Set: Family Dog Series

Electric Flag / Mad River / Fugs / 13th Floor Elevators

----- AVAL-FD+109-I 1968-03-08 H-1 -----

1968-03-08 / AVAL FD+109-I

CP013449 / HG680308I

Love, Congress of Wonders at Avalon Ballroom [San Francisco, CA]

Artist: Victor Moscoso

Venue: Avalon Ballroom

Promoter: Family Dog Presents

Items:

Handbill AVAL-FD+109-I Edition 1 / CP013449 / HG680308I (8-1/2 x 11)

Performers:

1968-03-08 1968-03-10: Avalon Ballroom

1968-02-08: Love / Congress of Wonders / Sons of Champlin

1968-02-09: Love / Congress of Wonders / Sons of Champlin / Blue Cheer / Congress of Wonders / Sons of Champlin

----- NR-NR-23(B-4) 1968-05 P-1 -----

1968-05 / NR NR-23(B-4)

CP005932 / CP01181

Steve Miller Promotional Poster

Private Notes: NR-OP-1 \* A-/B+ 2000

Artist: Victor Moscoso

Venue: Set: Neon Rose

Items:

Original poster NR-NR-23(B-4) Edition 1 / CP005932 / CP01181

Description: 1 original, double sized. (22-1/8 x 28)

Price: 2000.00

NR-NR-23(B-4) Edition 2 /

Description: Capitol Records made 3-D light box

Performers:

NONE:

1968-05: Set: Neon Rose

Steve Miller Blues Band

----- SHA-3.069 1968-05-02 P-1 -----

1968-05-02 / SHA 3.069

CP009936 / CS05031

Big Brother and the Holding Company, Albert King at Shrine Auditorium - Los Angeles, CA

Notes: This item appears in the Art of Rock book, plate no. 3.069

Artist: Rick Griffin

Venue: Shrine Auditorium

Promoter: Pinnacle Productions

Items:

Original poster SHA-3.069 Edition 1 / CP009936 / CS05031 (16 x 26-1/2)

AORPlate: 3.069

Price: 400.00

SHA-3.069 Edition 1 / CP001377 / 1393 (23 x 29)

AORPlate: 3.069

SHA-3.069 / CP000770 / 0785

AORPlate: 3.069

Performers:

1968-05-02 1968-05-04: Shrine Auditorium

Big Brother and the Holding Company / Albert King / Pacific Gas and Electric

----- -NR-24(B-5) 1968-06-08 P-1 -----

1968-06-08 / NR-24(B-5)

CP006090 / CP01339

Incredible Poetry: Michael McClure, Lawrence Ferlingetti at Nourse Auditorium - San Francisco, CA

Private Notes: NR-OP-1 \* B+ 175

Event: Incredible Poetry

Artist: Victor Moscoso

Venue: Nourse Auditorium

Items:

Original poster -NR-24(B-5) Edition 1 / CP006090 / CP01339

Description: 1 original, double sized (22 x 28-1/8)

Price: 240.00

Performers:

1968-06-08: Nourse Auditorium

Set: Neon Rose

Michael McClure / Lawrence Ferlingetti / Welch / Gary Snyder / Meltzer / Whalen / Wieners / Ginsberg

----- SHA-3.075 1968-06-28 P-1 -----

1968-06-28 / SHA 3.075

CP009932 / CS05027

Who, Fleetwood Mac at Shrine Auditorium - Los Angeles, CA

Notes: This item appears in the Art of Rock book, plate no. 3.075

Artist: Victor Moscoso

Venue: Shrine Auditorium

Promoter: Pinnacle Productions

Items:

Original poster SHA-3.075 Edition 1 / CP009932 / CS05027 (21-11/16 x 17-1/2)

AORPlate: 3.075

Price: 450.00

Handbill /

AORPlate: 3.075

Price: 125.00

SHA-3.075 / CP000773 / 0788

AORPlate: 3.075

SHA-3.075 / CP001256 / 1270

AORPlate: 3.075

Performers:

1968-06-28 1968-06-29: Shrine Auditorium

Who / Fleetwood Mac / Peter Greenwood / Crazy World of Arthur

Brown

----- 1968-06-28 P -----

1968-06-28 /

CP061184 / CP061184

Who, Fleetwood Mac at Shrine Auditorium [Los Angeles, CA]

Artist: Victor Moscoso

Venue: Shrine Auditorium

Items:

Original poster / CP061184 / CP061184 (17 x 22-1/8)

Performers:

1968-06-28 1968-06-29: Shrine Auditorium

Who / Fleetwood Mac / Peter Greens / Crazy World of Arthur

Brown

----- WIN-BG-140 1968-10-10 P-1 -----

1968-10-10 / WIN BG-140

CP007241 / CP02491

Jimi Hendrix Experience, Buddy Miles Express at Winterland - San Francisco, CA

Private Notes: BG-CD(B) BG-OP-1-Signed-Moscoso

Artist: Rick Griffin

Venue: Winterland

Promoter: Bill Graham Original Series

Items:

Original poster WIN-BG-140 Edition 1 / CP007241 / CP02491

Description: 1 original, 2 reprints, 1 pirate (14 x 22)

Price: 1500.00

Original poster WIN-BG-140 Edition 2 /

Description: Glossy stock. "W" printed after ticket outlet information. 1981-03-31 printing of 1000. See Eric King's guide for complete details.

Price: 325.00

Postcard WIN-BG-140 Edition 1 / CP007844 / CP03088

Description: original, postal variations, double with BG141 (4-1/2 x 7)

Price: 125.00

Performers:

1968-10-10 1968-10-12: Winterland

Jimi Hendrix / Buddy Miles Express / Dino Valenti

----- FW-BG-141 1968-10-17 P-1 -----

1968-10-17 / FW BG-141

CP007242 / CP02492

Iron Butterfly, Sir Douglas Quintet at Fillmore West - San Francisco, CA

Private Notes: BG-CD(B) BG-OP-1-Signed-Moscoso

Artist: Rick Griffin

Venue: Fillmore West

Promoter: Bill Graham Original Series

Items:

Original poster FW-BG-141 Edition 1 / CP007242 / CP02492

Description: 1 original (14 x 21)

Price: 300.00

Postcard FW-BG-141 Edition 1 / CP007830 / CP03074

Description: original, postal variations, double with BG140 (4-5/8 x 7)

Price: 75.00

Ticket FW-BG-141 / CP001598 / 1620

Performers:

1968-10-17 1968-10-19: Fillmore West

Iron Butterfly / Sir Douglas Quintet / Sea Train

----- FDGH-FDGH 1969-07-07 P-1 -----

1969-07-07 / FDGH FDGH

CP007042 / CP02292

Joan Baez, It's a Beautiful Day at 660 Great Highway - San Francisco, CA

Private Notes: \* A/A- 200@

Event: Wild West

Artist: Victor Moscoso

Venue: 660 Great Highway

Promoter: Family Tribune Presents

Items:

Original poster FDGH-FDGH Edition 1 / CP007042 / CP02292

Description: 1 original (20-3/16 x 14)

Price: 400.00

Performers:

1969-07-07: 660 Great Highway

Joan Baez / It's a Beautiful Day

1969-07-07: Fillmore West

Ace of Cups / Fourth Way / Phoenix / Jefferson Airplane

----- PHO-275 1969-10-28 P-1 -----

1969-10-28 / PHO 275

CP006066 / CP01315

New Comix at Phoenix Gallery - Berkeley, CA

Private Notes: Misc \* B+ 200@

Event: The New Comix

Artist: Victor Moscoso

Venue: Phoenix Gallery

Items:

Original poster PHO-275 Edition 1 / CP006066 / CP01315

Description: 1 original (16 x 22-1/2)

Price: 250.00

PHO-275 / CP000799 / 0814

Performers:

1969-10-28 1969-11-22: Phoenix Gallery

New Comix

----- 1972 P-1 -----

1972 /

CP001315 / 1332

Rip Off Review - Victor Moscoso

Notes: Magazine cover

Event: Rip Off Review - Victor Moscoso

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP001315 / 1332

Performers:

1972:

----- 1972-01-01 P -----

1972-01-01 /

California Renaissance With Moscoso and Griffin

Artist: Victor Moscoso

Items:

Original poster /

Performers:

1972-01-01:

----- 1972-06-04 P-1 -----

1972-06-04 /

Benefit for Country Joe and the Fish

Benefit: Benefit for Country Joe and the Fish

Artist: Victor Moscoso

Items:

Original poster Edition 1 / (18x28)

Performers:

1972-06-04: Country Joe and the Fish

----- 1972-06-04 P -----

1972-06-04 /

CP061112 / CP061112

Boogie for Hallinan

Benefit: Benefit to Elect Vincent Hallinan Superior Court

Judge / Lights by San Francisco Lightworks

Artist: Victor Moscoso

Venue: Longshoreman's Hall

Items:

Original poster / CP061112 / CP061112 (18 x 28-1/8)

Price: 400.00

Performers:

1972-06-04: Longshoreman's Hall

Country Joe and the Fish / Stoneground / Sylvester and the  
Pointer Sisters

----- 1974-05-zz P -----

1974-05-zz /

CP052150 / CP052150

Art Direction the Magazine of Visual Communication

Artist: Victor Moscoso

Items:

Original poster / CP052150 / CP052150

Performers:

1974-05-zz:

----- 1975-06-17 P-1 -----

1975-06-17 /

CP000298 / 0301

Bob Fried Memorial Boogie

Event: Bob Fried Memorial Boogie

Artist: Stanley Mouse

Items:

Original poster Edition 1 / CP000298 / 0301 (14 x 20)

Price: 40.00

Handbill Edition 1 / CP001129 / 1141 (4-11/16 x 6-3/4)

Postcard Edition 1 / CP001075 / 1090

Performers:

1975-06-17: Bob Fried / Kingfish / Jerry Garcia / Keith and Donna  
/ Mirrors

----- 1977 P -----

1977 /  
CP700131  
KMEL 106 FM poster of Victor Moscoso

Artist: Victor Moscoso

Venue: KMEL 106 FM

Items:

Original poster / CP700131 (22 x 28)

Price: 75.00

Performers:

1977: KMEL 106 FM

----- -4.280 1978-10-13 P-1 -----

1978-10-13 / 4.280  
CP000341 / 0345

Alton Kelley, Stanley Mouse at Peanut Gallery

Notes: This item appears in the Art of Rock book, plate no. 4.280

Event: Concrete Foundation of Fine Arts Show at Peanut Gallery

Artist: Dave Sheridan

Venue: Peanut Gallery

Promoter: Peanut Gallery

Items:

Original poster (Pirate) -4.280 Edition 1 / CP000341 / 0345  
(29 x 23)

AORPlate: 4.280

Price: 40.00

-4.280 / CP019906 / XJ039

AORPlate: 4.280

Performers:

1978-10-13: Peanut Gallery

Alton Kelley / Stanley Mouse / Victor Moscoso / Dave Sheridan  
/ Larry Noggle / Pat Ryan / Linda Miller / Enid Hansen / Jim Harris

----- 197?-07-00 P-1 -----

197?-07-00 /  
CP000111 / 0112

Off Center Cinema at UA Theater - Berkeley, CA

Artist: Victor Moscoso

Venue: UA Theater

Items:

Original poster Edition 1 / CP000111 / 0112 (14-1/2 x 22)

Performers:

197?-07-00: UA Theater  
Off Center Cinema

----- CRI-4.200 1981-11-10 P-1 -----  
1981-11-10 / CRI 4.200  
CP002192 / 2182  
Grateful Dead at Crisler Arena - Ann Arbor, MI  
Notes: This item appears in the Art of Rock book, plate no. 4.200  
Artist: Victor Moscoso  
Venue: Crisler Arena  
Promoter: Book: Art of Rock  
Items:  
Original poster CRI-4.200 Edition 1 / CP002192 / 2182 (18-  
11/16 x 24)  
AORPlate: 4.200  
Performers:  
1981-11-10: Crisler Arena  
Grateful Dead

----- HPA-PCL-001 1986-06-06 P-1 -----  
1986-06-06 / HPA PCL-001  
CP009964 / CS05059  
Siouxsie and the Banshees at Hollywood Palladium, LA  
Private Notes: \*  
Artist: Victor Moscoso  
Venue: Hollywood Paladium  
Promoter: Art Rock PCL Series  
Items:  
Original poster HPA-PCL-001 / CP009240 / CP06408  
Original poster HPA-PCL-001 Edition 1 / CP009964 / CS05059  
Price: 100.00  
Performers:  
1986-06-06 1986-06-07: Hollywood Paladium  
Set: PCL  
Siouxsie and the Banshees

----- 1986-08-20 P-1 -----  
1986-08-20 /  
CP005805 / CP01054  
Art 1: 1st Artist's Rights Today Benefit: Jesse Colin Young, Zulu  
Spear at Benefit at Club 9 - San Francisco, CA  
Private Notes: \* A/A- signed 300, PP 50.00  
Artist: Victor Moscoso  
Venue: Benefit at Club 9  
Items:  
Original poster Edition 1 / CP005805 / CP01054



Description: Silscreen, signed by all five artists (15-1/4 x 20-3/8)

Price: 300.00

Edition 1 / CP005752 / CP01001

Price: 50.00

Handbill /

Performers:

1986-08-20: Benefit at Club 9

Jesse Colin Young / Zulu Spear / Sal Valentino / Annie Sampson / Scott Mathews / John Blakely / Jenny Muldaur / James Gurley / Richard Olsen / Billy Roberts / John Cippolina / Nick Gravenites / Greg Elmore / Doug Killmore / Will Durst

----- STON 1986-12-07 P-1 -----

1986-12-07 / STON

CP006071 / CP01320

Art 2: 2nd Artist's Rights Today Benefit: Maria Muldaur, Zulu Spear at The Stone - San Francisco, CA

Private Notes: \* A/A- signed 400 2-copies

Artist: Victor Moscoso

Venue: Stone

Items:

Original poster STON Edition 1 / CP006071 / CP01320

Description: Signed by all five artists. Background behind tiger is blue. (15-1/4 x 20-3/8)

Price: 300.00

Original poster STON Edition 1 / CP019902 / XJ035 Var. A

Description: Signed by all five artists. Background behind tiger is red.

Price: 300.00

Postcard /

Description: B/W (8-1/2 x 11)

Price: 15.00

STON / CP019902 / XJ035

Performers:

1986-12-07: Stone

Maria Muldaur / Zulu Spear / Sal Valentino / John Blakely / Annie Sampson / Shy Hands / Archie Williams / Mark Little / Jimmy Preston / Eje Mike Jacobs / Jenny Muldaur / Scott Mathews

----- FIL 1987-03-18 P-1 -----

1987-03-18 / FIL

CP006072 / CP01321

Art 2: 3rd Artist's Rights Today Benefit: Jerry Garcia, John Cippolina at Fillmore Auditorium - San Francisco, CA

Private Notes: \* A/A- signed 400 @

Artist: Victor Moscoso

Venue: Fillmore Auditorium - SF

Items:

Original poster FIL Edition 1 / CP006072 / CP01321

Description: Signed by all five artists (15-1/4 x 20-1/4)

Price: 400.00

Handbill Edition 1 / (8-1/2 x 11)

Price: 5.00

FIL / CP019904 / XJ037

FIL / CP019714 / XH19000318

Performers:

1987-03-18: Fillmore Auditorium - SF

Jerry Garcia / John Cippolina / Country Joe McDonald / Merl  
Saunders / Maria Muldaur / John Kahn / Sal Valentino / Nick  
Gravenites

----- GGP 1987-09-12 P-1 -----  
1987-09-12 / GGP

20th Anniversary Summer of Love: Dinosaurs, Country Joe McDonald at  
Golden Gate Park - San Francisco, CA

Series: 20th Anniversary

Artist: Rick Griffin

Venue: Golden Gate Park

Items:

Original poster GGP Edition 1 / (16-1/2 x 22-1/4)

Performers:

1987-09-12: Golden Gate Park

Dinosaurs / Country Joe McDonald / Big Brother and the  
Holding Company / Jello Biafra / Michael McClure / Wavy Gravy

----- PSOL-PSOL-07 1987-11-05 C-1 -----  
1987-11-05 / PSOL PSOL-07  
CP044783 / CS05356

Victor Moscoso at Psychedelic Solution Gallery

Private Notes: \*

Artist: Victor Moscoso

Venue: Psychedelic Solution Gallery

Items:

Original poster PSOL-PSOL-07 Edition 1 / CP044783 / CS05356  
(16-3/4 x 22)

Price: 52.00

Postcard PSOL-PSOL-07 Edition 1 / CP044783 (5 x 7)

Price: 18.00

Performers:

1987-11-05 1987-12-31: Psychedelic Solution Gallery

----- PSH 1988-01-19 P-1 -----

1988-01-19 / PSH  
CP006067 / CP01316  
Art Pimps: Rick Griffin, Victor Moscoso at Psychedelic Shop - San Francisco, CA

Private Notes: Misc \* @  
Artist: Rick Griffin  
Venue: Psychedelic Shop

Items:  
Original poster PSH Edition 1 / CP006067 / CP01316  
Description: 1 original silkscreen (25-1/2 x 19-1/2)  
Price: 175.00

Performers:  
1988-01-19: Psychedelic Shop  
Rick Griffin / Victor Moscoso / Alton Kelley / Stanley Mouse

----- 1988-03-11 P -----

1988-03-11 /  
20th Anniversary Zap Comics Show

Artist: R. Crumb  
Items:  
Original poster /

Performers:  
1988-03-11:

----- 1988-07-13 P -----

1988-07-13 /  
San Francisco Mime Troup, Ripped Van Winkle

Notes: Labor day  
Artist: Victor Moscoso  
Items:  
Original poster / (5-3/4 x 8-1/2)  
Original poster Edition 1 / (11-1/4 x 17-1/4)

Performers:  
1988-07-13:

----- 1989-03-22 P-1 -----

1989-03-22 /  
CP004497 / CD05736  
Art 4: 4th Artist's Rights: Jerru Garcia, Country Joe McDonald at Gift Center Pavillion - San Francisco, CA

Benefit: Artist Rights Today  
Series: 4th  
Artist: Victor Moscoso  
Venue: Gift Center Pavillion

Items:

Original poster Edition 1 / CP004497 / CD05736

Price: 100.00

/ CP019905 / XJ038

Performers:

1989-03-22: Gift Center Pavillion

Country Joe McDonald / John Cippolina / Merl Saunders / Peter  
Albin / Barry Melton / Nick Gravenites / Jerry Garcia

----- 1989-07-23 P -----

1989-07-23 /

CP030029 / NB10057

Ripped Van Winkle RIP

Artist: Victor Moscoso

Items:

Original poster / CP030029 / NB10057

Price: 20.00

Postcard /

Performers:

1989-07-23: Ripped Van Winkle RIP

----- 1992 P-1 -----

1992 /

CP019454 / XG35

Cover For Masters of Rock, Psychedelic '60s

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP019454 / XG35

Performers:

1992:

----- 1993 P-1 -----

1993 /

CP005922 / CP01171

Psychedelic '60s

Private Notes: Misc \* CHECK

Event: Psychedelic '60s

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP005922 / CP01171

/ CP014627 / MARM435

Performers:

1993:

----- 1994 P-1 -----

1994 /

CP005923 / CP01172

I Love Hemp

Private Notes: Misc \* CHECK

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP005923 / CP01172

Performers:

1994:

----- 1994 P -----  
1994 /

Surfing Eyeballs

Notes: This is a signed and numbered edition of 100 pieces.

Private Notes: \* A/A- 250 signed CHECK PHOTO

Artist: Victor Moscoso

Items:

Original poster /

Performers:

1994:

----- 1995 P-1 -----  
1995 /

CP010019 / CS05114

Mystic Comics, Part 1

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP010019 / CS05114

Performers:

1995:

----- MAR-MAR-015 1996-03-29 P-1 -----  
1996-03-29 / MAR MAR-015

CP007436 / CP02680

Percy Sledge, Lydia Pense at Family Dog at Maritime Hall - San Francisco, CA

Private Notes: FD Maritime Hall Signed

Artist: Victor Moscoso

Venue: Set: Family Dog at Maritime Hall

Promoter: Family Dog Presents

Items:

Original poster MAR-MAR-015 Edition 1 / CP007436 / CP02680 (13  
x 18-3/4)

Original poster MAR-MAR-015 Edition 1 / CP005925 / CP01174 (13  
x 18-3/4)

Performers:

1996-03-29 1996-03-30: Set: Family Dog at Maritime Hall

Percy Sledge / Lydia Pense / Cold Blood / Widgeon Holland /  
Monsters of Schlock / Polkacide / Los Super Elegancies Fantasy /  
Zmrzlina / Family Dog Puppets / Visuals: Phyllis Laurie

----- 1996-06-22 P -----

1996-06-22 /  
CP004465 / CD05636

Visual Feast: Alton Kelley, Victor Moscoso at Fort Mason Center, SF

Notes: Ed, Grant and Mark of SF Rock Posters asked me to be art  
director for their artist shows, these guys were very supportive of  
my art. -- Jim Phillips

Event: Visual Feast, Artists at Large

Artist: Rick Griffin

Venue: Fort Mason Center, SF

Items:

Original poster / CP004465 / CD05636

Original poster / CP009020 / CP06041

Original poster Edition 1 / CP014566 / MARM374

Performers:

1996-06-22: Fort Mason Center, SF

----- 1997-05-10 P-1 -----

1997-05-10 /  
CP019040 / XAMOSOSO

I Want To Take You Higher, The Psychedlic Era

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP019040 / XAMOSOSO

Performers:

1997-05-10:

----- RHF 1997-05-10 P-1 -----

1997-05-10 / RHF  
CP014523 / MARM330

Rock and Roll Hall of Fame - Cleveland, OH

Event: I Want To Take You Higher, Psychedelic Era 1965-1969 at  
Rock and Roll Hall of Fame Museum

Artist: Victor Moscoso

Venue: Rock and Roll Hall of Fame

Items:

Original poster RHF Edition 1 / CP014523 / MARM330

Performers:

1997-05-10 1997-02-28: Rock and Roll Hall of Fame

----- 1997-07-00 P-1 -----

1997-07-00 /  
CP019041 / XAMOSCOS01  
Starbucks Poster by Victor Moscoso  
Artist: Victor Moscoso  
Items:  
Original poster Edition 1 / CP019041 / XAMOSCOS01  
Performers:  
1997-07-00:

----- 1997-09-07 P -----  
1997-09-07 /  
CP052156 / CP052156  
Memorabilia Auction Summer of Love  
Artist: Victor Moscoso  
Venue: Fillmore  
Promoter: Eric Christensen  
Items:  
Original poster / CP052156 / CP052156  
Performers:  
1997-09-07: Fillmore

----- 19990-12-0 P-1 -----  
19990-12-06 /  
CP020642 / XL19901206  
Victor Moscoso Exhibition  
Artist: Victor Moscoso  
Items:  
Original poster Edition 1 / CP020642 / XL19901206  
/ NONE / XL1990120  
Performers:  
19990-12-06:

----- 19zz-00-00 P-1 -----  
19zz-00-00 /  
CP001232 / 1247  
Eye Ball  
Event: Eye Ball  
Artist: Victor Moscoso  
Items:  
Original poster Edition 1 / CP001232 / 1247 (13 x 18)  
Performers:  
19zz-00-00: Eye Ball

----- 19zz-00-00 P-1 -----  
19zz-00-00 /  
CP002191 / 2181

Levi-Strauss Poster (Victor Moscoso)

Artist: Victor Moscoso

Items:

Original poster Edition 1 / CP002191 / 2181 (24 x 31)

Performers:

19zz-00-00: Levis

----- 19zz-02-02 P-1 -----

19zz-02-02 /  
CP021922 / XP005

Family Dog

Artist: Victor Moscoso

Venue: Family Dog

Items:

Original poster Edition 1 / CP021922 / XP005

Performers:

19zz-02-02: Family Dog

----- MAT 19zz-02-05 H-1 -----

19zz-02-05 / MAT

Matrix - San Francisco, CA

Artist: Victor Moscoso

Venue: Matrix

Items:

Handbill MAT Edition 1 /

Performers:

19zz-02-05: Matrix

----- 19zz-10-16 P-1 -----

19zz-10-16 /  
CP000164 / 0168

Moscoso at Poster, SF - San Francisco, CA

Event: KSAN Presents the Comix

Artist: Victor Moscoso

Venue: Poster, SF

Items:

Original poster Edition 1 / CP000164 / 0168

Performers:

19zz-10-16 19zz-11-23: Poster, SF

Victor Moscoso

----- POST 19zz-10-16 P-1 -----

19zz-10-16+ / POST  
CP000163 / 0167



KSAN at Poster - Los Angeles, CA

Event: KSAN FM 95 Comix

Artist: Victor Moscoso

Venue: Poster

Items:

Original poster POST Edition 1 / CP000163 / 0167

Performers:

19zz-10-16+: Poster

KSAN

----- 2004-12-18 P -----

2004-12-18 /

CP007066

Complete Neon Rose Set by Victor Moscoso \$9000

Notes: Complete Neon Rose Set by Victor Moscoso \$9000

Complete Set of 27 Posters

The Neon Rose set is classic psychedelic art and members of it have been displayed in museums around the world, including the Museum of Modern Art in NYC. The Neon Rose set is work of Victor Moscoso and probably marks a high-water mark in this artist's career. This particular set includes all 27 posters (0 through 26) and one variation (total of 27), 18 of them signed by the artist himself. These posters are mostly originals, but there are some reprints. The story of the Neon Rose series is important in the history of psychedelic posters for at least a couple of reasons. First, it is an example of some of the best psychedelic art ever created and marks perhaps the high-water mark of the pure use of color for that era. Moscoso is the master of psychedelic colors and vibrating colors, but always with exquisite taste.

{!P CP007068 "Neon Rose #2 Steve Miller Blues Band"}

Here in Moscoso's own words:

"For instance, I had been told that lettering should always be legible, so I turned that around to say: Lettering should be as illegible as possible. Another rule was that a poster should transmit its message quickly and simply. So, I said: A poster should hang you up as long as possible. Another one is: Do not use vibrating colors; they're irritating to the eyes. So I said: Use vibrating colors as much as possible. After all, the musicians were turning up their amplifiers to the point where they were blowing out your eardrums. I did the equivalent with the eyeballs. "

{!P CP007070 "Neon Rose #2 Big Brother and the Holding Company"}

And more:

"So I reversed everything that I had learned, and once I did that, then it fell into place. Then everything I'd learned in school began to work for me. I could pick a vibrating color like nobody could. You know when I had that conversation with {Wes Wilson} and he says, "Oh, I use vibrating colors all the time." I said, "Wait a minute.

No you don't." Just 'cause you use a green and a red doesn't mean they vibrate, if the value of the green is like 20% and the value of the red is 80%. Uh uh!!"

{!P CP005903 "Neon Rose #12 Chambers Brothers"}

There are few sets of posters as immediately appealing, not just to the collector, but to the whole family. When I began collecting posters, I had to do some fast talking to make it clear to my wife that these things were worth something, worth investing in. When she saw some of the Neon Rose series, she liked them at once and got the message.

Here is the whole set, including the rare and impossible to find items. Contact Michael Erlewine at [info@ClassicPosters.com](mailto:info@ClassicPosters.com) with questions of for more details on purchasing this set.

Artist: Victor Moscoso

Promoter: Neon Rose

Items:

Original poster / CP007066

Price: 9000.00

Performers:

2004-12-18: Neon Rose Set

----- 2004-12-18 P -----

2004-12-18 /

CP005805

Artist Rights Today Set of Four Signed \$1300

Notes: Artist's Rights Today \$1300

This is a set of four posters, for the first three Artist's rights benefits, in San Francisco for the rights of artists. These posters are very undervalued. Where else can you get the signatures of Rick Griffin... Wes Wilson, Alton Kelley, AND Victor Moscoso? Where can you get Griffin's signature at all? This set includes all three main posters, plus the alternate color version for the 2nd event, and all four posters are signed by all four artists. Better yet, these are gorgeous posters, perfectly printed on the best stock, and large.

{!P CP006072 "Artist Right's Benefit 1987"}

Contact Michael Erlewine at [info@ClassicPosters.com](mailto:info@ClassicPosters.com) with questions of for more details on purchasing this set.

Artist: Alton Kelley

Items:

Original poster / CP005805

Price: 1300.00

Performers:

2004-12-18:

----- NONE P-1 -----  
NONE /  
CP004044 / CD04453  
Comix by Victor Moscoso and Rick Griffin  
Artist: Victor Moscoso  
Items:  
Original poster Edition 1 / CP004044 / CD04453  
Performers:  
NONE:

----- NONE P-1 -----  
NONE /  
CP014447 / MARM252  
DJ Burns: Rock and Roll  
Event: DJ Burns: Rock and Roll  
Artist: Victor Moscoso  
Items:  
Original poster Edition 1 / CP014447 / MARM252  
Performers:  
NONE: DJ Burns

----- NONE P-1 -----  
NONE /  
CP009963 / CS05058  
Endless Summer  
Artist: Victor Moscoso  
Items:  
Original poster Edition 1 / CP009963 / CS05058  
Performers:  
NONE:

----- NONE P-1 -----  
NONE /  
CP019064 / XB012  
Junior Wells at Golden Bear, Record Album for Blues Rock  
Artist: Victor Moscoso  
Venue: Golden Bear  
Items:  
Original poster Edition 1 / CP019064 / XB012  
Performers:  
NONE: Golden Bear  
Junior Wells

----- KMPX-NR-20(B-1) NONE P-1 -----  
NONE / KMPX NR-20(B-1)  
CP005942 / CP01191  
KMPX at KMPX Radio Station - San Francisco, CA

Private Notes: NR-OP-1 \* A- 225

Artist: Victor Moscoso

Venue: KMPX Radio Station

Items:

Original poster KMPX-NR-20(B-1) Edition 1 / CP005942 / CP01191

Var. A

Description: 1 original in 3 variations. See Eric King's guide for details. (22 x 27-7/8)

Price: 225.00

Performers:

NONE: KMPX Radio Station

Set: Neon Rose

KMPX

----- zzzz-02-16 P -----

zzzz-02-16 /  
CP052165 / CP052165

Blues Project at Matrix - San Francisco, CA

Artist: Victor Moscoso

Venue: Matrix

Items:

Original poster / CP052165 / CP052165

Performers:

zzzz-02-16: Matrix

Blues Project

2002:

zzzz-02-13: Matrix

Blues Project

----- zzzz-05-02 P -----

zzzz-05-02 /  
CP060889 / CP060889

Big Brother and the Holding Company, Albert King at Shrine Exp. Hall

Artist: Rick Griffin

Venue: Shrine Exp. Hall

Items:

Original poster / CP060889 / CP060889 (4-1/8 x 6-7/8)

Performers:

zzzz-05-02 zzzz-05-04: Shrine Exp. Hall

Big Brother and the Holding Company / Albert King / PCE

----- zzzz-zz-zz P -----

zzzz-zz-zz /

Political Benefit: Boogie for Hallinan

Artist: Victor Moscoso

Venue: Longshoremen's Hall

Items:

Original poster /

Performers:

zzzz-zz-zz: Longshoremen's Hall

Country Joe and the Fish / Stoneground / Sylvester / Pointer

Sisters

----- zzzz-zz-zz P -----

zzzz-zz-zz /  
CP045563 / CP045563

Percy Sledge

Private Notes: Maritime Hall

Benefit: Art Poster

Artist: Victor Moscoso

Items:

Original poster / CP045563 / CP045563

Performers:

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----- zzzz-zz-zz P -----

zzzz-zz-zz /  
CP052164 / CP052164

Painting of Gail Moscoso: Moscoso Book

Artist: Victor Moscoso

Items:

Original poster / CP052164 / CP052164

Performers:

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CP052166 / CP052166  
Victor Moscoso Master of Psychedelic Posters and Comix  
Artist: Victor Moscoso  
Items:  
Original poster / CP052166 / CP052166  
Performers: