



## THE STORY BEHIND

## THE LOOK AT FLOWER COVER

For the *Look at Flower* cover, we wanted an image redolent of the '60s in San Francisco, and immediately thought of the original Fillmore posters.

Our designer, Linda Pouder, and I looked through a number of posters and particularly liked the feel of BG75 (its official designation), a Yardbirds-Doors poster by Bonnie MacLean, the best-known female designer from the run of original artworks.

We did our own original take for the *Look at Flower* cover, but when it came time to do the title, Linda said we should have actual hand-drawn lettering—to give it an authentic feel. She recommended a letterer, but after reflection, I thought, What if we could get Bonnie MacLean to do it? Wouldn't that be cool?

Long story short: Bonnie loved the idea of helping out with the cover but found she couldn't take the project on. She did recommend John Myers, another original Fillmore artist (BG27, BG33) now living in England, and Johnny (as he's known now) jumped into the breach.

Soon, Johnny had the perfect lettering for the title and author name, as well as the drawing of the windblown dandelion that Linda worked so nicely into the full design.

So: From original Fillmore posters in 1966 to *Look at Flower* in 2011 ... a reach across four decades that captures anew the feel and spirit of that magical time.