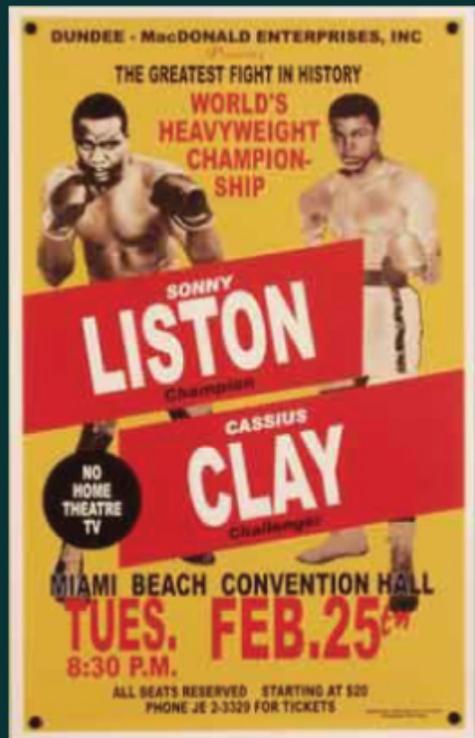


# Brief History of the Boxing-Style



by Michael Erlewine

# A Brief History of Boxing-Style Posters

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## INTRODUCTION

This is not intended to be a finely produced book, but rather a readable document for those who are interested in in this series on concert poster artists and graphic design. Some of these articles still need work.

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Here are some other links to more books, articles, and videos on these topics:

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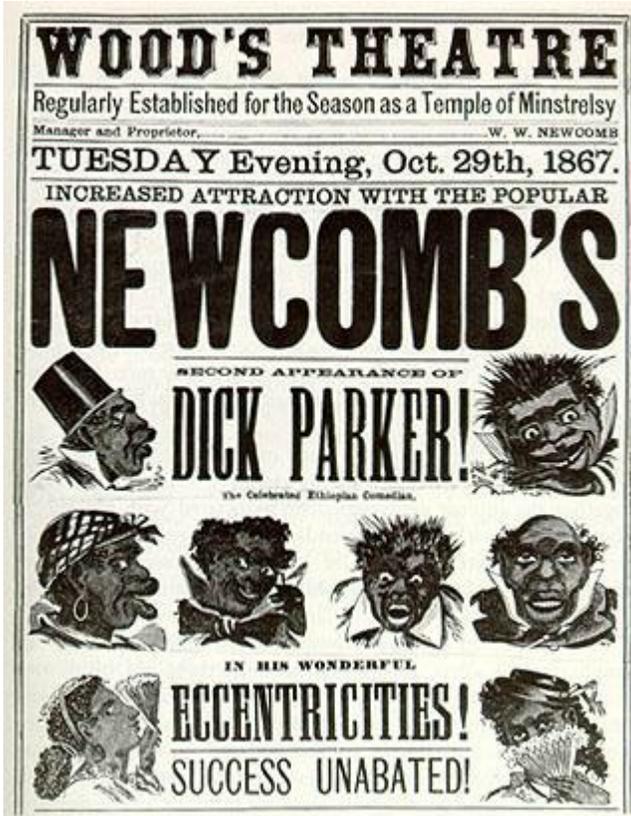
## **Brief History of Boxing-Style Posters**

by Michael Erlewine

First, a quick apology: What follows is just a quick-glance at the history and types of the concert-music poster, for those of you who don't have the time to seek out a real book on the subject, sit down with it, and give this subject the attention that it deserves. This sketch may help you recognize some of the main formats and styles of poster you will encounter.

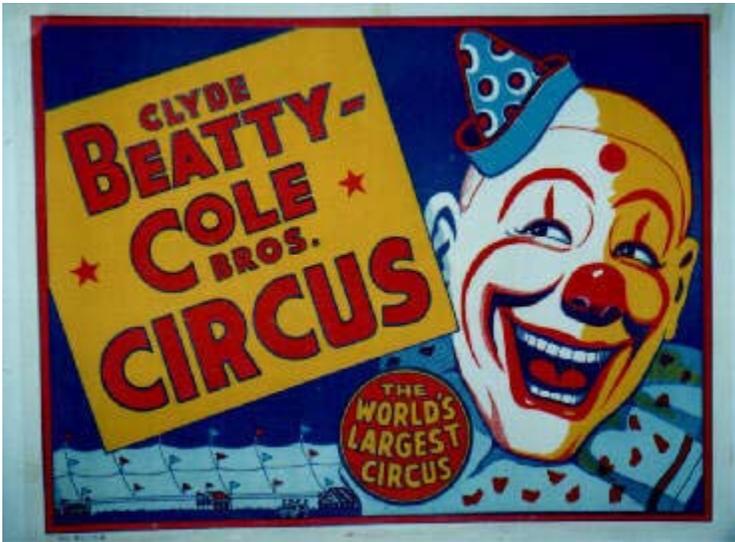
### **Early American Posters**

The modern poster, as we know it, has its roots in the simple posters and flyers used to advertise circuses, vaudeville acts, local carnivals, etc., reaching all the way back to 1840's and the advent of the minstrel show.



*Early Minstrel Show Poster*

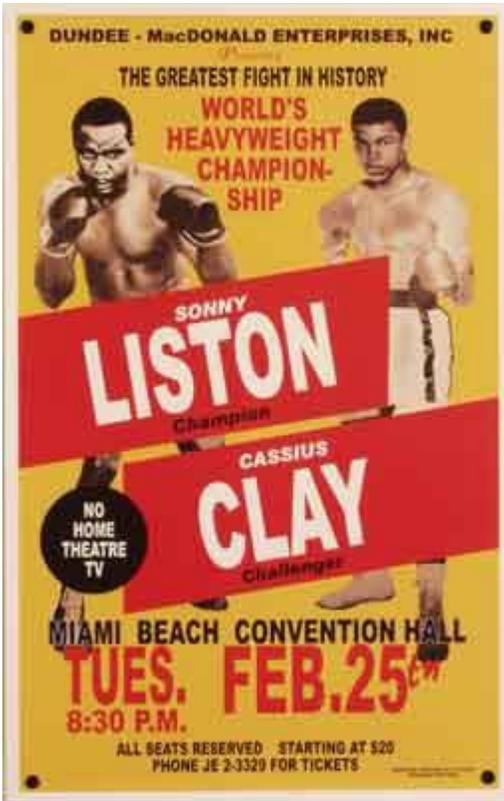
Perhaps the best known of all, the ubiquitous circus poster remains virtually unchanged to the present day, and can be found each year in virtually every town of any size in America. They have a beauty all their own and should evoke some nostalgia. After all, we grew up with them, all of us.



*Typical Circus Poster*

### **Boxing-style Posters**

In the 1950's, the rock poster grew out of the generic block-lettering poster, what is often called the "Boxing Style" or sports posters. These were simple posters with large block lettering, often grouped around a photograph of the performer or with no photo at all, usually printed on cardboard. It was nothing more than an announcement of the event, the date, and the place - who, when, and where.

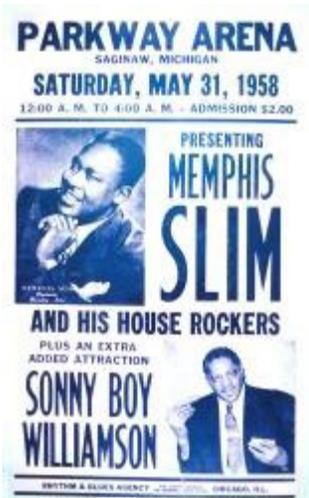


*Boxing-style Boxing Poster*



*Typical Music Boxing-style Poster*

For Black or 'race' music and performers, there was no such thing as radio play on the White stations. Traveling Black performers depended almost exclusively on posters and handbills to announce music events. The Black sections of town would be peppered with posters, at all times.



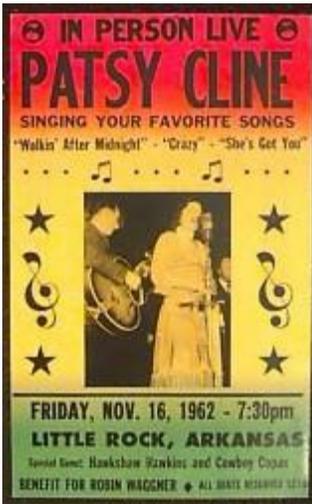
*One-Color Boxing-Style Poster*

When the budget would afford it, a second color (and pass through the press) was added to highlight key information on the poster, like the performer, the date, and the venue.



*2-color Boxing-style Poster*

Since every additional color means an additional pass through the letterpress, and thus more expense, printers often used a one-pass printing technique called "split-fountain" to achieve more than one color in a single pass of the press. They would put different colors of ink on the same plate, mix them together in the center and let them sort themselves out during the run, producing a rainbow-type effect.



*Boxing-style Poster using the Split-fountain process*

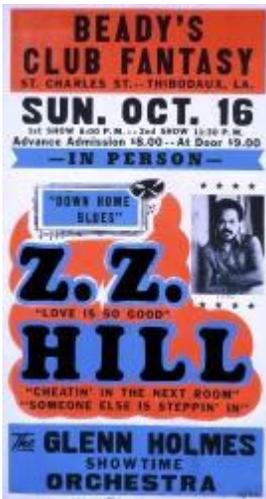
One thing missing from the early boxing-style poster was "Art." And while they have a beauty all their own, part of that beauty is the absence of any attempt to stylize them or introduce flowing design, lines, and form. They were blocks of type, maybe a photo, and at the most probably two colors.

The Globe Printing Company on the East Coast introduced vivid colors to boxing-style posters in the 1950s and these brilliant colors came to be associated with Black performers, for the most part. Of

course, modern poster artists use these colors all the time.



*Multi-colored R&B Style Poster*



*Vivid-color Poster from Globe Printing*

**R&B Style-Posters** In time, these boxing-style posters took on some color, and a few artistic flourishes, but still

were pretty much straight-ahead information presentation. The majority of these posters were printed by only a handful of large printing companies around the country, including the Hatch Show Print Company in Nashville (covered country and southern cities), the Tribune Press in Indiana (Chicago and surrounding states), the Globe Printing Company in Baltimore (East-Coast posters and handbills), Tilghman Press in California (West-Coast coverage), and others.

