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# Hatch Show Print: The History Of A Great American Poster Shop



## Synopsis

In this age of digital media, the handcrafted ethic and aesthetic of a Hatch Show Print poster is beyond compare. Country musicians and magicians, professional wrestlers and rock stars, all have turned to Nashville's historic Hatch Show Print to create showstopping posters. Established in 1879, Hatch preserves the art of traditional printing that has earned a loyal following to this day (including the likes of Beck, Emmylou Harris, and the Beastie Boys). Hatch Show Print: The History of a Great American Poster Shop is the first fully illustrated tour of this iconic print shop and also chronicles the long life and large cast of employees, entertainers, and American legends whose histories are intertwined with it. Complete with 190 illustrations--as well as a special book jacket that unfolds to reveal an original Hatch poster on the reverse--Hatch Show Print is a dazzling document of this legendary institution.

## Book Information

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## Customer Reviews

Readers bleary and exhausted from the ceaseless hard sell of contemporary advertising will be refreshed and entertained by this loving and lavish look at a world of advertising that, if no less commercial, is certainly easier on the eye. Since 1879, when it was founded by the brothers for which it is named, Nashville's Hatch Show Print Shop has produced using handcrafted letterpress methods clearly explained in the text an astounding variety of posters and ephemera advertising everything from trailers to state fairs, wrestling matches to circuses, Roberto Duran to Dwight D. Eisenhower. But most of the work reproduced here in 190 lush color and b&w illustrations is

devoted to announcements of musical events (unsurprising, given the shop's location), from Hank Williams to Bo Diddley, Emmylou Harris to Buddy Guy. Visual highlights include a strikingly vivid full-page portrait of Roy Acuff, trailer ads with the iconic immediacy of early Warhol and an ad for pure sausage that practically smokes off the page. Interwoven as well with the authors' engaging oral history (Sherraden and Horvath help to run the shop) are such tidbits as business letters from Bessie Smith and Col. Tom Parker, but the bulk of the book is rightly given to reproducing the posters that so powerfully evoke the music and Nashville itself. (May 17)Forecast: After changes of hands beginning in the 1950s, the still operational Hatch was donated to the Country Music Hall of Fame in 1992. The book's pub date coincides with the opening of the CMHF's new, \$37-million museum complex. Chronicle continues to solidify its position in packaging primary-source curios for popular consumption, from recent huge-scale projects like The Beatles Anthology to The Good Citizen's Handbook, a compilation of mid-20th-century government handbooks and pamphlets. Copyright 2001 Cahners Business Information, Inc.

Nashville's Hatch Show Print began churning out posters in 1879, when Charles and Herbert Hatch, sons of printer William T. Hatch, took their first job--a handbill advertising celebrity preacher Henry Ward Beecher. With woodblocks and metal type, the brothers developed a distinctive style and soon took on vaudeville acts, minstrel shows, and the budding motion-picture industry as clients. It wasn't until the Grand Ole Opry began broadcasting a few blocks north of the shop, however, that business really took off. Now owned by the Country Music Hall of Fame and Museum, the shop, while continuing to make its mark for poster making, does a good business reprinting classic posters of Roy Acuff, Bill Monroe, Johnny Cash, and others. This handsome volume, written in part by current manager Jim Sherraden, surveys Hatch Show Print's ups and downs and relays a number of amusing anecdotes, but its real strength is its glorious gallery of wonderfully evocative posters.

Benjamin SegedinCopyright © American Library Association. All rights reserved

My granddaughter, Emily, has looked at this book several times and requested it as a gift for Christmas. She loved it. She is collecting Posters and all items from Hatch Print. My daughter, Diana, her daughter, Emily, and I went to Hatch Show Print exhibit at the Country Music Hall of Fame in November. I highly recommend it to all folks who come to Music City. Hatch Show Print has been in the printing business since 1879 and they conduct tours that are very much worthwhile. The country music stars employed Hatch to print their posters that they were taking to the cities where they were performing. Hatch is steeped in history and is worth your perusal.

Hatch Show Print is a major piece of American history, having started their letterpress business in 1879. This book will help you understand how significant their art has been in our culture, especially in the music and entertainment business. Their easily recognizable work is the reason they were chosen to collaborate on the National Day of the Cowboy commemorative series which features original art from a different artist from a different state every year.

The greatest collection of Hatch posters ever gathered in one volume.

This is a wonderful book, with great documentary photographs.

I live near Nashville and have several Hatch prints. I wanted to read about what they're all about. Great information and coffee table book.

The best book about the famous us company Hatch Show Print!! I've been to the shop in Nashville, the book is like having a guide book through the early and contemporary letterpress industry in America.

This is a really fun book. I didn't know anything about the Hatch Show Print. It is a fascinating and fun read. Great visuals too!

Love it!

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