

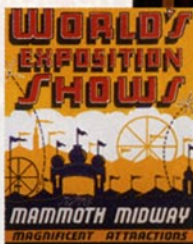
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A Show for All Ages

AT THE CLICK OF A MOUSE, desktop publishing rendered letterpress — a printing technique similar to the one Gutenberg invented in the 15th century — nearly obsolete. But Nashville's Hatch Show Print, one of the oldest working letterpress print shops in the United States, hasn't stopped making posters since 1879, when brothers Charles and Herbert Hatch started churning out show cards and ads for everything from vaudeville acts to "whole-hog" sausages. The shop also played a big role in Nashville's famed country scene, proving with its posters of performers like Hank Williams and Johnny Cash that good music should be seen as well as heard.

Walk into Hatch Show Print today — anyone is welcome — and you'll feel



like a visitor in a living museum. Shelves of old type reach to the rafters, advertisements and posters from all eras paper the walls like art, one rotary phone rings regularly, and eight or so "design carpenters" operate seven vintage presses.

That scene, however, was less lively when Jim Sherraden, the shop's manager, stumbled upon Hatch in 1984. "The place was on its knees spilling blood," he says.



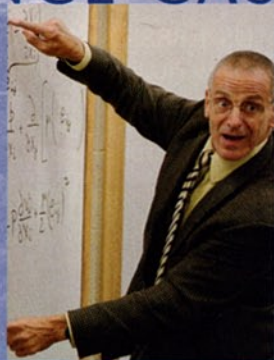
Sherraden helped revive Hatch by selling reprints of early posters made from wooden type and plates. Today these restrikes make up only about 30 percent of the shop's busi-

ness; the rest is original posters and even some wedding and bar mitzvah invitations. A resurgence of interest in the turn-of-the-century look of letterpress has brought Hatch full circle.

"If it's 1956 and you walk into Hatch and see a bunch of folks typesetting an Elvis Presley poster, that's nothing to shake a stick at," Sherraden says. "Bump up to 2007 and you walk in and see us making a Ludacris or Coldplay poster, then it becomes something unique."

— Caroline Tiger

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