

New and Notable:

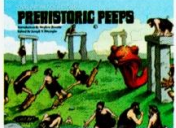
THE LOST ART OF ZIM—CARTOONS & CARICATURES
PREHISTORIC PEEPS—THE LOST ART OF E.T. REED
THE LOST ART OF FREDERICK RICHARDSON

PICTURE THIS PRESS, 2010

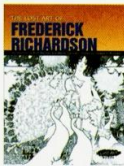
Picture This Press, a new publishing house devoted to the graphic arts, has simultaneously released the first three volumes in its Lost Art Books series, an imprint that focuses on illustrators and cartoonists from the early days of the 20th century.



The Lost Art of Zim—Cartoons and Caricatures revives for modern audiences the hard won wisdom of a founding father of American cartooning, Eugene 'Zim' Zimmerman. This centennial edition collects material from America's earliest correspondence course on how to be a cartoonist. More than a simple collection of "how to" lessons, Zim outlines an entire philosophy of life for would-be cartoonists, sage advice from decades of experience. The book is rounded out with an introduction by Zim scholar Walter Brasch and a rare biography on the artist's life.



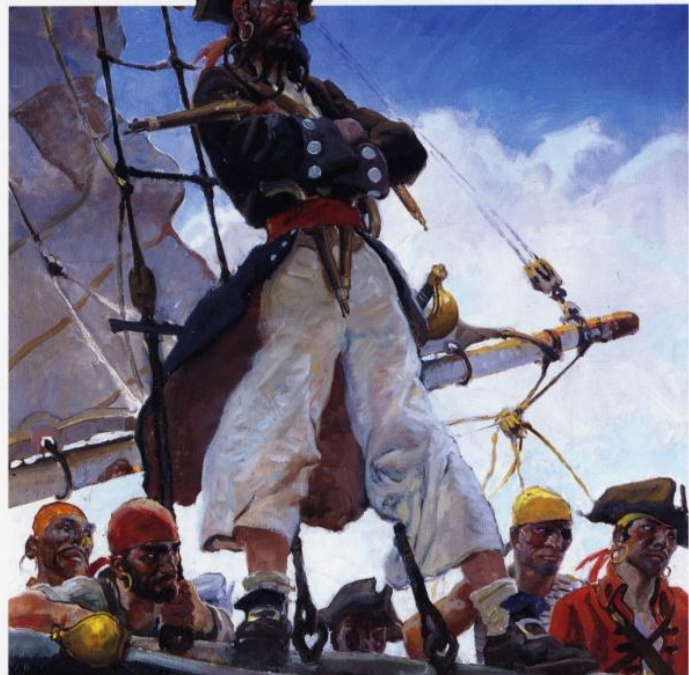
The father of caveman-and-dinosaur comics is profiled in *The Lost Art of E.T. Reed—Prehistoric Peeps* with a comprehensive introduction by artist/writer Stephen Bissette (*Swamp Thing*). This strip, which first appeared in *Punch* magazine, was the first to stumble upon the comic goldmine of throwing prehistoric men and dinosaurs into anachronistic situations. It became hugely influential, and a clear line can easily be drawn from Reed's *Prehistoric Peeps* straight through the decades to television's *The Flintstones*. Reed deserves further celebration for the remarkable draftsmanship he brought not only to *Prehistoric Peeps* but also to the cartoons he produced as a parliamentary caricaturist and social satirist, all of which are examined in this volume, the first of its kind ever devoted to Reed and his work.



A neglected master draftsman finally receives the attention he deserves in *The Lost Art of Frederick Richardson*. This volume presents over a hundred illustrations from his prolific final years as a newspaper artist for the *Chicago Daily News*. All that is known about Richardson's life can be found in the introduction by fantasy writer Ruth Berman and well-known mathematics and science writer Martin Gardner. This collection—the first of its kind in well over a century—will leave modern readers wondering what today's newspapers might be like if they aspired to this level of enchantment and artistry.

For more information visit www.LostArtBooks.com

Illustration



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