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I N S I G H T  E D I T I O N S

# The Hanna-Barbera Treasury

*Rare Art and Mementos from your Favorite Cartoon Classics*

By Jerry Beck

Tom & Jerry, the Flintstones, Yogi Bear, the Jetsons and Scooby Doo all are great iconic characters that have entertained millions of Americans from World War II to the present. And all these cartoon greats were the products of the fertile imaginations of Bill Hanna, Joe Barbera and the talented writers and artists who worked with them to entertain the youth of America for more than half a century.

Noted animation historian Jerry Beck traces the rise of Hanna-Barbera and shares over 200 rare images in *The Hanna-Barbera Treasury: Rare Art and Mementos from your Favorite Cartoon Classics*. Here, for the first time, is a showcase presentation of the best of the art from the legendary Hanna-Barbera studio. *The Hanna-Barbera Treasury* celebrates the legacy of Bill Hanna and Joe Barbera through more than five decades of rare drawings, storyboards, concept art, and memorabilia from studio archives and private collections. The book includes more than twenty-four removable artifacts and facsimile reproductions, as well as photographs, sketches, comic book covers, brochures, and posters. Vintage art, rare merchandising images, retro product packages, and archival newspaper and magazine ads transport the reader back in time to an era when a brave new medium invaded our living rooms to create a new art form: the prime-time family cartoon.

Hanna and Barbera's careers began separately during the 1930s—the golden age of American animation. Bill Hanna began his career working for Bugs Bunny and Porky Pig creator, Leon Schlesinger at Warner Brothers. Joe Barbera got his start at the Van Beuren studio working on classic characters such as Felix the Cat. The two met when they both ended up working at MGM studios. Producer Fred Quimby teamed them up together and starting with 1939's *Puss Gets the Boot*—the first cartoon to feature the preeminent cat and mouse pair, Tom and Jerry. The cartoon series was an immediate hit. Cartoons featuring the anthropomorphic duo won the Academy Award for Best Animated Short seven times over a ten-year period.

The golden age of theatrical cartoons came to end in the late 1950s as rising costs made their profitable production unfeasible. It was around this time that Hanna and Barbera formed H-B Enterprises and targeted the television market as the place to sell their cartoons. Costs were held down by their pioneering use of what they called “planned animation” (“limited animation” to its detractors). But while the animation may have been limited, the humor, wit and creativity were not.

*More...*

Hit followed hit with an explosion of characters such as: Huckleberry Hound, Yogi Bear, the Flintstones, the Jetsons, Magilla Gorilla, Top Cat, and Scooby-Doo. The mid-60s and early '70s saw an expansion into the world of adventure with Jonny Quest, Space Ghost and other characters. New ground was broken with the syndication of Huckleberry Hound, which led to the prime-time hit the Flintstones, which held the record of being the longest running prime cartoon until it's displacement by the Simpson's.

*The Hanna-Barbera Treasury* is for those who grew up with these unforgettable characters as well as the whole new generation of cartoon fans just discovering them!

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**Jerry Beck** is an animation historian and cartoon producer. His twelve books on the subject include *The Animated Movie Guide*, *Looney Tunes: The Ultimate Visual Guide* and *The 50 Greatest Cartoons*. He is a former studio executive with Nickelodeon and Disney, and is currently a consulting producer to Warner Brothers, Universal and Disney for their classic animation DVD compilations. Beck has programmed retrospectives for the Annecy and Ottawa Animation Festivals, The Museum of Modern Art and the Academy of Motion Picture Arts & Sciences. He has taught animation history at NYU, SVA, the AFI and UCLA. He is the host/producer of the annual "Worst Cartoons Ever" screening at the Comic-Con International: San Diego.

Beck started his career in film distribution, working at MGM/UA, Orion Classics, Cannon Films and Expanded Entertainment (Tournée of Animation), before starting his own company, Streamline Pictures in 1989, the first U.S. distributor to import anime features such as Otomo's *Akira* and Miyazaki's *Laputa: Castle In The Sky*. Beck was instrumental in launching *Animation Magazine*, and has written for *The Hollywood Reporter* and *Variety*. Beck was also the West Coast Bureau Chief for *Kidscreen* magazine in 2000. He has also created, written and produced animated films for various clients. His latest animation project, *Hornswiggle*, will air on Nickelodeon in 2007.

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