



## Out of the Inkwell: Max Fleischer and the Animation Revolution

By Richard Fleischer



**Out of the Inkwell: Max Fleischer and the Animation Revolution** By Richard Fleischer

Max Fleischer (1883–1972) was for years considered Walt Disney's only real rival in the world of cartoon animation. The man behind the creation of such legendary characters as Betty Boop and the animation of Popeye the Sailor and Superman, Fleischer asserted himself as a major player in the development of Hollywood entertainment. *Out of the Inkwell: Max Fleischer and the Animation Revolution* is a vivid portrait of the life and world of a man who shaped the look of cartoon animation. Also interested in technical innovation, Fleischer invented the rotoscope—a device that helped track live action and allowed his cartoons to revolutionize the way animated characters appeared and moved on-screen. In the 1920s, Fleischer created a series of "Out of the Inkwell" films, which led to a deal with Paramount. Their character KoKo the Clown introduced new animation effects by growing out of Fleischer's pen on-screen. As the sound revolution hit film, the studio produced shorts featuring the characters interacting with songs and with the now-famous bouncing ball that dances across lyrics projected on the screen. Max Fleischer's story is also one of a creative genius struggling to fit in with the changing culture of golden age cinema. *Out of the Inkwell* captures the twists and turns, the triumphs and disappointments, and most of all the breathless energy of a life vibrantly lived in the world of animation magic.

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## **Out of the Inkwell: Max Fleischer and the Animation Revolution** By Richard Fleischer Bibliography

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### Editorial Review

From [Booklist](#)

Richard Fleischer achieved a measure of success as the director of such movies as *Fantastic Voyage*, but in Hollywood history he is dwarfed by his father, animated-cartoon pioneer and technological innovator Max Fleischer. Besides creating the jazz-age siren Betty Boop and bringing Popeye and Superman to the screen, Max invented the rotoscope, a process for creating animated cartoons by tracing live-action footage. Curiously, in this lively memoir his son seems more enthusiastic about Max's inventions than about his cartoons, which get relatively short shrift, perhaps because, while Max ran the studio (much like rival Walt Disney), others directed the cartoons. Richard also dwells heavily on business matters, especially Max's disastrous 1938 decision to move his studio from New York to Miami, which set the stage for Paramount to seize control and drive him out of business. There was no second act for Max, who slowly declined until his death in 1972. Richard's loving if not exactly unbiased portrait is an entertaining supplement to more substantive and objective accounts of Max's significance to cinema. *Gordon Flagg*  
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#### Review

"A vivid portrait of the life and world of a man who shaped television animation and became a major player in the development of Hollywood entertainment." *Animation Magazine*"

"There is probably no one more important to the birth and early development of animation than Max Fleischer and no one better than his son, director Richard Fleischer, to tell the amazing story of the creative genius behind Fleischer Studios." *Army Archard*"

"A short, informal and highly do we dare??animated history" *Barnstable Patriot*"

"Besides creating the jazz-age siren Betty Boop and bring Popeye and Superman to the screen, Max invented the rotoscope, a process for creating animated cartoons by tracing live-action footage. . . . [A] lively memoir." *Booklist*"

"Fleischer captures the life and career and other talented family members this succinct, anecdote-filled biography. This book deserves a wide readership. Highly recommended." *Choice*"

"A precious record of an important animation pioneer." *Animation*"

"Max Fleischer, the main Hollywood rival of Walt Disney, finally gets his due." *Dallas Morning News*"

"Max Fleischer is animation's unsung hero. If Walt Disney is the most celebrated and chronicled producer in the history of the medium, Fleischer is his polar opposite. Fleischer has long been a hero to anyone who loves animated cartoons. Now, thanks to his son, we can get to know the very human figure behind all those wonderful films." *Leonard Maltin, from the foreword*"

"A primary piece of history that tells the story of an unexplored but vital figure in animation's short history." *Palm Beach Post*"

"Richard Fleischer has brought a loving tribute to his dad, and a reminder, in times where computer animation seems so effortless, of just how much hard work it took for the pioneers in the field to make the

drawings dance." *?Times of Acadiana*"

"A wonderful read and a tribute by a son to a famous father." *?Umbrella*"

"Richard Fleischer, director of *20,000 Leagues Under the Sea*, charts the life of his dad, who animated Popeye and Superman, as well as Ms. Boop, and seemed destined to trump Walt Disney in the annals of animation history." *?Vanity Fair*"

"Richard Fleischer, a film director who never became a household name despite working with some of Hollywood's biggest stars [his son] Max Fleischer, and Max's siblings were pioneers in the early days of animation, gaining fame with their Betty Boop and Popeye the Sailor shorts in the 1930s." *?The New York Times*"?

From the Publisher

Foreword by Leonard Maltin

## **Users Review**

### **From reader reviews:**

#### **Greta Harty:**

Spent a free time for you to be fun activity to perform! A lot of people spent their down time with their family, or their friends. Usually they accomplishing activity like watching television, about to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? Could be reading a book might be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to consider look for book, may be the publication untitled Out of the Inkwell: Max Fleischer and the Animation Revolution can be excellent book to read. May be it could be best activity to you.

#### **Bethany Christiansen:**

The book Out of the Inkwell: Max Fleischer and the Animation Revolution has a lot info on it. So when you check out this book you can get a lot of gain. The book was compiled by the very famous author. This articles author makes some research before write this book. That book very easy to read you may get the point easily after reading this book.

#### **Lucy Nelson:**

Playing with family in the park, coming to see the sea world or hanging out with friends is thing that usually you may have done when you have spare time, in that case why you don't try point that really opposite from that. One particular activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love Out of the Inkwell: Max Fleischer and the Animation Revolution, you may enjoy both. It is fine combination right, you still wish to miss it? What kind of hangout type is it? Oh can happen its mind hangout people. What? Still don't obtain it, oh come on its referred to as reading friends.

**John Gravatt:**

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