



The Art of Jay Ward Productions

By Darrell Van Citters

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 Summary: One animation empire was built on a mouse, another was built on a rabbit. This one was built on the unlikely combination of a moose and squirrel. It began in the late 1940's, when Jay Ward and his lifetime friend, Alex Anderson, joined forces to create a cartoon series for the fledgling medium of television with a budget that would make "shoestring" look generous. The result was Crusader Rabbit, which debuted on a local NBC affiliate in Los Angeles in mid-summer of 1950. The cheaply produced and minimally animated series became the inauspicious and unlikely beginning of a TV animation powerhouse with a defiantly innovative--and influential--brand of humor that shaped animated comedy for decades. The shows produced at Jay Ward Productions featured the wittiest writing in the medium, some of the best character voice work, and . some of the worst animation. Assembling a staff of first rate writers and artists, Jay Ward was undermined by the cheapest budgets in what was already a low-budget medium. And it showed. But what was happening with the art off the screen revealed a fascinating...



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