

Gasoline Alley

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GASOLINE ALLEY is a gentle, good-natured continuing story of four generations of Wallets. Left on Walt Wallet's doorstep in 1921, baby Skeezix celebrated his 75th birthday on February 14, 1996. It marked the first time in comics history that an infant had grown in chronological time to adulthood. Because creator Frank King refused to play tricks with the calendar, incorporating real time into his storylines, America grew up with the legendary GASOLINE ALLEY.

The strip actually began its run in syndication in 1918, as a feature about a cartinkingering group of friends. Urged by his publisher to appeal to a broader audience, King placed a baby at grease monkey Walt's door, and the rest is history. Fans of GASOLINE ALLEY are fiercely loyal and have enjoyed watching Skeezix go from diapers to knickers, to high school, to his first job, to the army, to wedlock, to fatherhood. Today, Jim Scancarelli continues the tradition set forth by Frank King. Readers return daily for this positive slice of life, with universal themes and commonplace situations.

About the Creator:

Jim Scancarelli took over the responsibilities of drawing and writing GASOLINE ALLEY in April 1986 after the passing of Dick Moores, who presided over the strip for more than 30 years. Scancarelli is the third cartoonist to write and draw GASOLINE ALLEY, originally created by Frank King.

Scancarelli started on GASOLINE ALLEY as Moores' assistant in 1979. "I was the only artist who interviewed for the job who had read the strip and knew the characters. Dick decided to send me strips to ink on a temporary basis to see how things would work. Evidently, I got the job because he just kept sending a set each week," said Scancarelli.

Scancarelli's earliest memories of GASOLINE ALLEY go back to his childhood when his grandfather would read the comics page to him. "Little did I realize almost 40 years later I would be sitting in the next room of the house (I bought my grandfather's home) thinking up and drawing the continuation of the Wallet family."



GASOLINE ALLEY set a precedent in the cartooning world when it first began. It was the first strip in which the characters grew older and lived normal, everyday lives along with the readers. In 1988 Scancarelli offered a free Wallet family tree to readers. Response was overwhelming, with more than 100,000 requests from all 50 states, Canada and the Philippines.

Before working as Moores' assistant, Scancarelli worked with George Breisacher on "Mutt & Jeff" for two years. Winner of the 1989 Reuben Award for best story strip, Scancarelli worked in radio and television art departments before his cartooning days.

Born in 1941, Scancarelli is a collector of original comic art and an accomplished bluegrass fiddle player. He currently resides in Charlotte, North Carolina.

feature type

comic strip

frequency

7x / week

delivery methods

FTP, UClick®

target audience

wide appeal

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