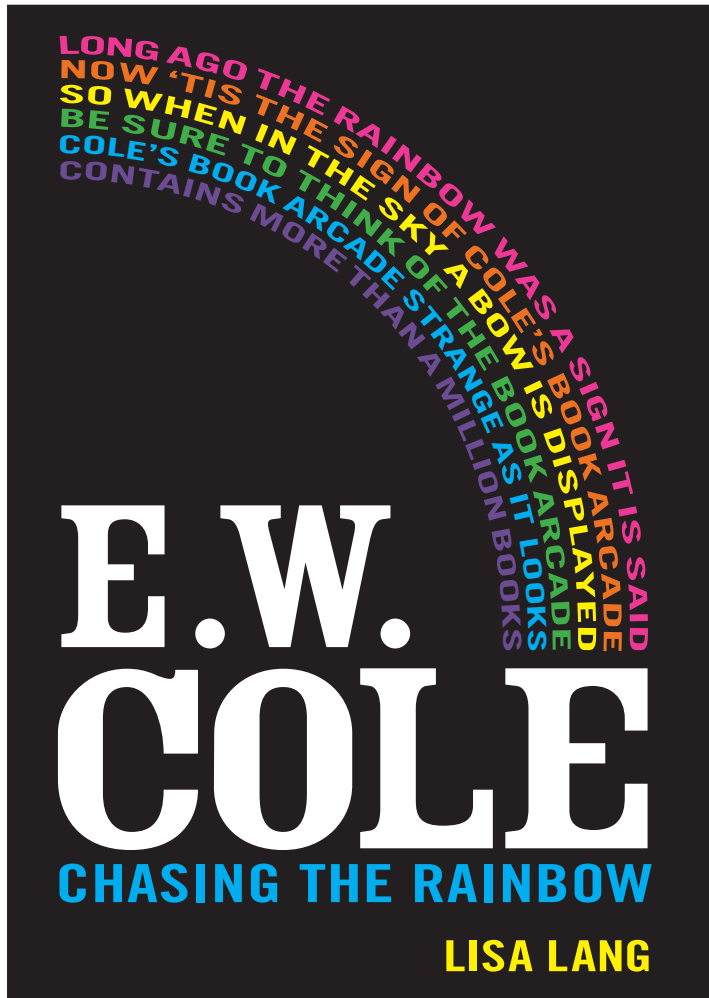




small books big stories

## EW COLE: Chasing the Rainbow

– Lisa Lang



*'The reign of knowledge and humanity is coming'*  
– EW Cole, 1832–1918

Pass beneath the painted rainbow and enter a world where a million books are held, where parrots flash through the fernery and monkeys swing from the rafters. Welcome to the home of EW Cole and his famous Book Arcade, where gentlemen and street urchins read side-by-side, thieves aren't prosecuted and Chinese tea ceremonies and exclusive séances are routinely conducted.

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- 96pp pb
- 100-plus images
- Counter stands & posters

In *EW Cole: Chasing the Rainbow* Lisa Lang introduces us to Melbourne's most eccentric entrepreneur, from humble beginnings selling cordial on the Victorian goldfields to the establishment of the world's largest bookstore and the publication of the iconic and enduring *Cole's Funny Picture Books*. Enjoy the vibrant anecdotes, original illustrations, and extracts of Cole's own writing. Rediscover the quirky pictures that have delighted generations. Visit the markets and arcades of our city's past, where every day was a carnival, and meet the man behind a million rainbows – passionate advocate for education, staunch idealist, retailer extraordinaire and Melbourne's own utopian.

*'Lang's little book is a simple and clear account ... of [a] fascinating life. A useful primer on a leading light of Marvellous Melbourne.'*  
– Bill Perrett, *The Age*

Title *EW Cole: Chasing the Rainbow*

Author Lisa Lang

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**Lisa Lang** wrote *EW Cole: Chasing the Rainbow* with the assistance of a City of Melbourne grant. It's her first work of creative non-fiction and she's currently working on a novel about the same great man.



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