



# How The Cowboy Makes His Lariat







2429

2179









4123



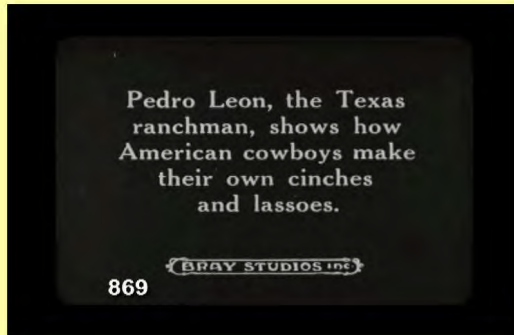


# Description of the Work

- Title: “How The Cowboy Makes His Lariat,” originally produced for *Paramount-Bray Pictograph: The Magazine on the Screen No. 84*.
- Length: 3:30 minutes
- Copyright: 1917, by Paramount-Bray Pictograph
- Provenance: Pathéscope Library
- Restoration: George Eastman House, 2005
- Manifestations:
  - Original theatrical release: 35mm
  - Pathé copy (GEH original master): 28mm
  - GEH Access copy: QuickTime video
  - GEH Restored copy: 35mm



# Clues and Trails



- Inter-title card naming 'Pedro Leon' as the titular cowboy-demonstrator.



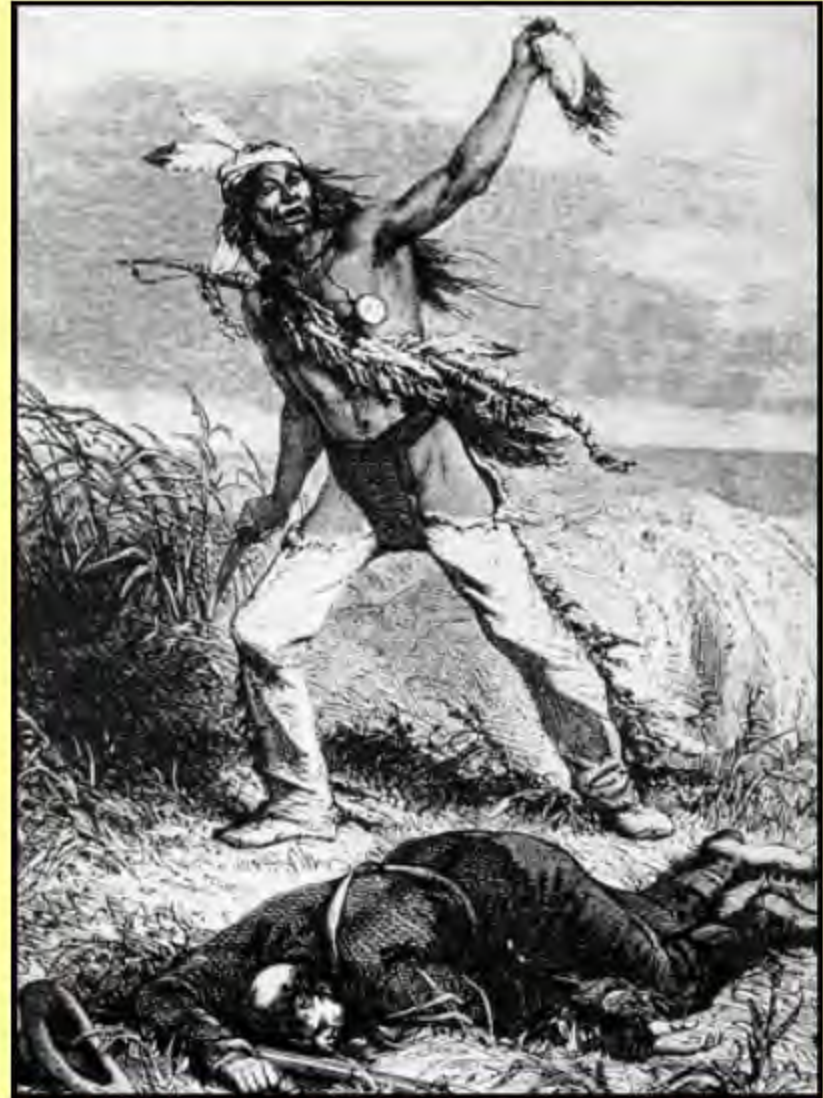
- Film's title cards, indicating production by the Bray Studios, Inc. for the *Paramount-Bray Pictograph: The Magazine on the Screen* and its 1917 copyright.



- Distributor 'tag' title indicating the film as being distributed by Pathéscope library.

# Imagining the West

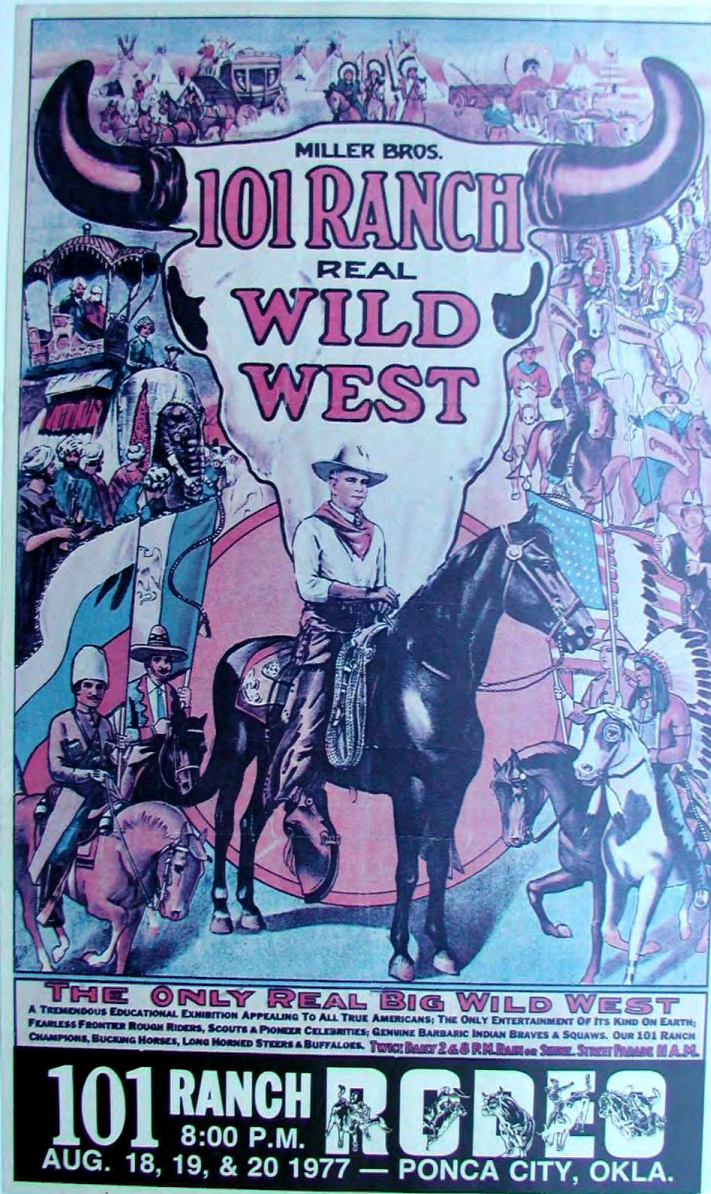
- Dime Novels.
- Rodeo-Theatricals.
- Western Films.





# 101 Ranch

- Joseph Miller: Myth-Maker & Showman.
- NYMPCo. + Miller = 'Bison 101.'



CINEMASTERPIECES

# Pedro Leon

Pedro Leon, the Texas ranchman, shows how American cowboys make their own cinches and lassoes.

BRAY STUDIOS INC.

869



- Cowboy.
- Roper.
- Bit Actor and Ciné-Advisor.



## Sea Lion Actor.

A new actor has been added to the Ince forces. Yesterday Pedro Leon, a cowboy, lassoed a sea lion off the shore near the studio. The creature is to be used in pictures.

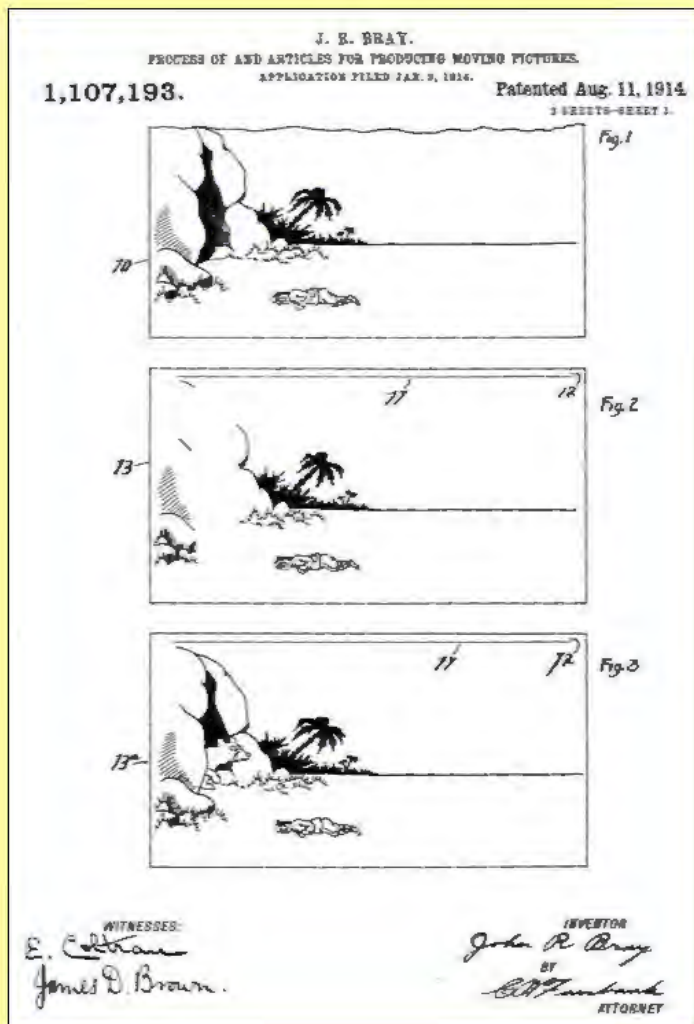


# John Randolph Bray

- Started as a cartoonist in the publishing business.
- His first animated cartoon *The Artist's Dream* (1913) was picked by Charles Pathé and released in *Pathé Weekly*.
- Contract with Pathé to produce six animated cartoons in six months.
- Opened studio in New York in 1914.



# Bray Studio, Inc.



- Compartmentalized the animation process: “The Henry Ford of Animation.”
- Patented innovative animation techniques.
- Produced the first color animated cartoon *The Debut of Thomas Cat* (1920).
- Closed animation division in 1927.
- Dedicated to war, educational, and industrial films.

# Paramount Pictograph

- Launched in 1916.
- Described as a “topical weekly, to be edited as a magazine.”
- Contract of exclusivity with J.R. Bray to include weekly Bray-Cartoons.

The Paramount group of producers are concentrating their energies on acquiring the services of specialists who have built up reputations in their particular fields. Following the announcement that Roger W. Babson would teach statistics by means of the screen it is now stated that J. R. Bray, a man who is credited with having originated the animated cartoon and creator of the famous “Colonel Healey,” will draw solely for this company; that filmed results of Burton Holmes’s two and a half million miles of journeys will be booked only through its branches, and that Raymond L. Dismars, curator of the Bronx Park Zoo, who teaches every variety of animal from monkeys to iguanas to act before the motion picture camera on stages ranging from the size of a postage stamp to forty feet square, will make animal pictures for Paramount.

## How Paramount Is Improving Motion Picture Programs

Here is tangible evidence of recent accomplishments in Paramount Pictures. A quality program including exclusive features to be seen only at the better theatres.

Paramount Pictures Corporation  
NEW YORK, N.Y.

## Paramount Pictures

See these stars of Hollywood today featured in our new series of exclusive features. Paramount Pictures is proud to present the best in motion pictures. The new Paramount Pictures are now being shown in the best theatres in the country. The new Paramount Pictures are now being shown in the best theatres in the country.

## Bray-Cartoons

The famous cartoon series, now being shown in the best theatres in the country. The new Paramount Pictures are now being shown in the best theatres in the country.

## Paramount Burton Holmes Travel Pictures

See these stars of Hollywood today featured in our new series of exclusive features. Paramount Pictures is proud to present the best in motion pictures. The new Paramount Pictures are now being shown in the best theatres in the country.

## Bray-Gilbert Silhouette Fantasies

A new series of motion pictures, now being shown in the best theatres in the country. The new Paramount Pictures are now being shown in the best theatres in the country.

## Paramount Pictographs

A new series of motion pictures, now being shown in the best theatres in the country. The new Paramount Pictures are now being shown in the best theatres in the country.

TRADE MARK  
That stands for QUALITY



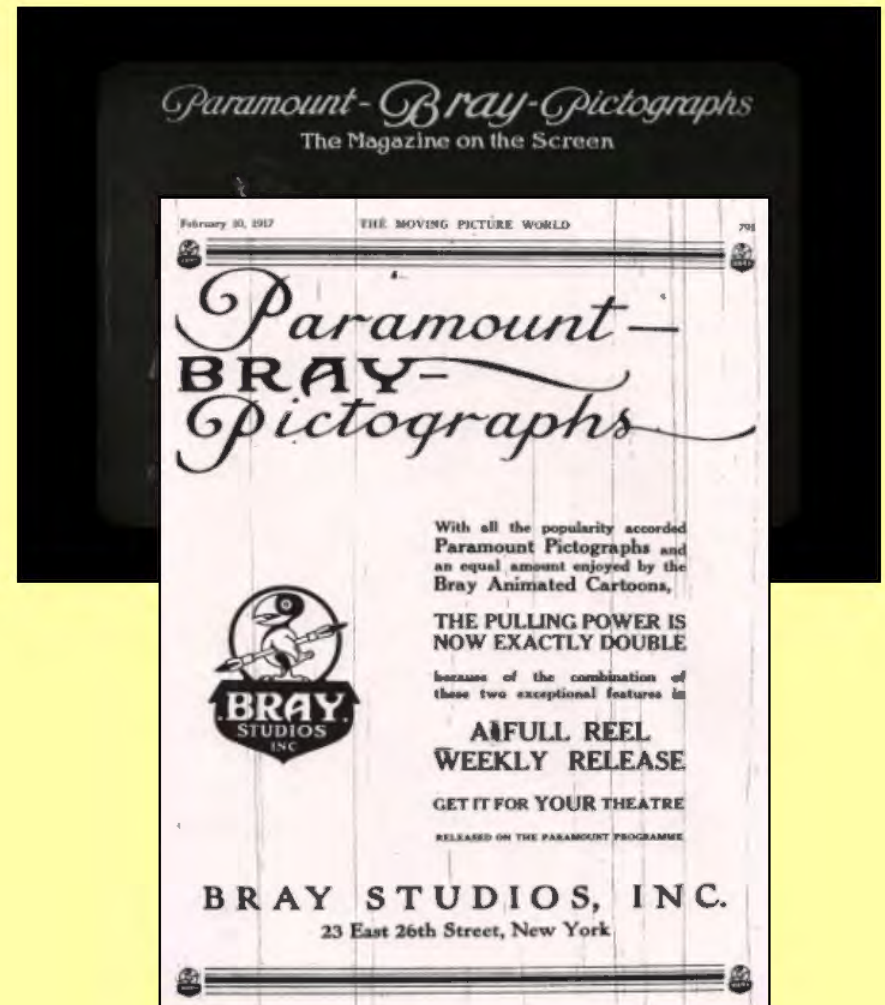
# The Paramount-Bray Pictograph



- Within the year, Bray had purchased the controlling share of the magazine.
- He focused on the production of live-action segments.
- Ran from February 11, 1917 to August 21, 1919.
- Established new association with the Goldwyn Company, creating the *Goldwyn-Bray Pictograph*.

# The Magazine on the Screen

- Differed from newsreels.
- Recognized both educational and entertainment value.
- Other examples include:
  - *Screen Magazine* (Universal )
  - *Edison Conquest Program*
  - *Reel Life* (Mutual-Gaumont)
  - *Paramount-Holmes Travelogues* (Burton Holmes)
  - *World-Selig Library*







# Filmography: Structure

- Generally *Pictographs* weekly editions included three live-action segments and one animated cartoon.
- Family oriented structures:
  - *Paramount -Bray Pictograph No. 88* (October 8, 1917)
    - A Southern Deer Hunt, with R.F. Warner of *Field and Stream*
    - Uncle Sam's Hints to Housewives, No. 1, Soap Making at Home
    - A Wood-Chopping Contest in New Zealand
    - Bobby Bumps "World Series" (Anim.)
- Continuity:
  - "Unmasking the Mediums" (No. 65, 72, 75, 79, 86)
- Serials:
  - "Uncle Sam's Hints to Housewives" (No. 88, 89, 90, 92, 94)

# Distribution

- Available to any theatre, regardless of affiliation.
- De Luxe theater ad published in the *Chicago Daily Tribune* highlights “Also a Paramount-Bray Pictograph” as part of its program.
- Individual segments were also available for educational rentals.

MOTION PICTURE MAGAZINE

## BROADWAY

IN YOUR OWN HOME TOWN



*With Paramount Stars*

BROADWAY is Starland! The wonderful white-lit Mecca of America's playgoers. Glittering lights spell the names of the world's greatest players and plays. Throngs of well groomed men and richly appareled women crowd in the box office line. The whole gay populace is electrified with the joy of living. And well it may be! For the plays of Broadway are the cream of the world—and Broadway's favorite players rule supreme.

*Paramount Pictures*

You want this Broadway flavor of finest class—the kind of pictures presented at New York's famous Strand and Rialto theatres. The exquisite productions—the real amount from the living stage—these great stars and your local theatre. Paramount's new enables him to do this

See how Hayakawa, Jack Pickford, Vivian Martin, Billie Burke, Julian Eltinge, Ann Pennington, Wallace Reid, Pauline Frederick and Marguerite Clark. Also Paramount-Arbuckle two-reel comedies, Victor Moore and Black Diamond single reel comedies, the Paramount-Bray Pictograph, weekly “Magazine on the Screen” and Paramount-Barton Holmes Travel Pictures.

Ask your theatre manager to book Paramount Pictures. Send us coupon below for illustrated magazine—“Picture Progress.”

Petrova, Lina Cavallieri,

*Paramount Pictures Corporation*  
Controlled by  
amous Players-Lasky Corporation  
ALPH LASKY, President JEROME L. LASKY, Vice-President  
CECIL M. LASKY, Executive General  
NEW YORK

advertisements kindly mention MOTION PICTURE MAGAZINE.

Winnifred Allen  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World

Buckingham  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World

Julian  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
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The Most Wonderful Girl  
in the World

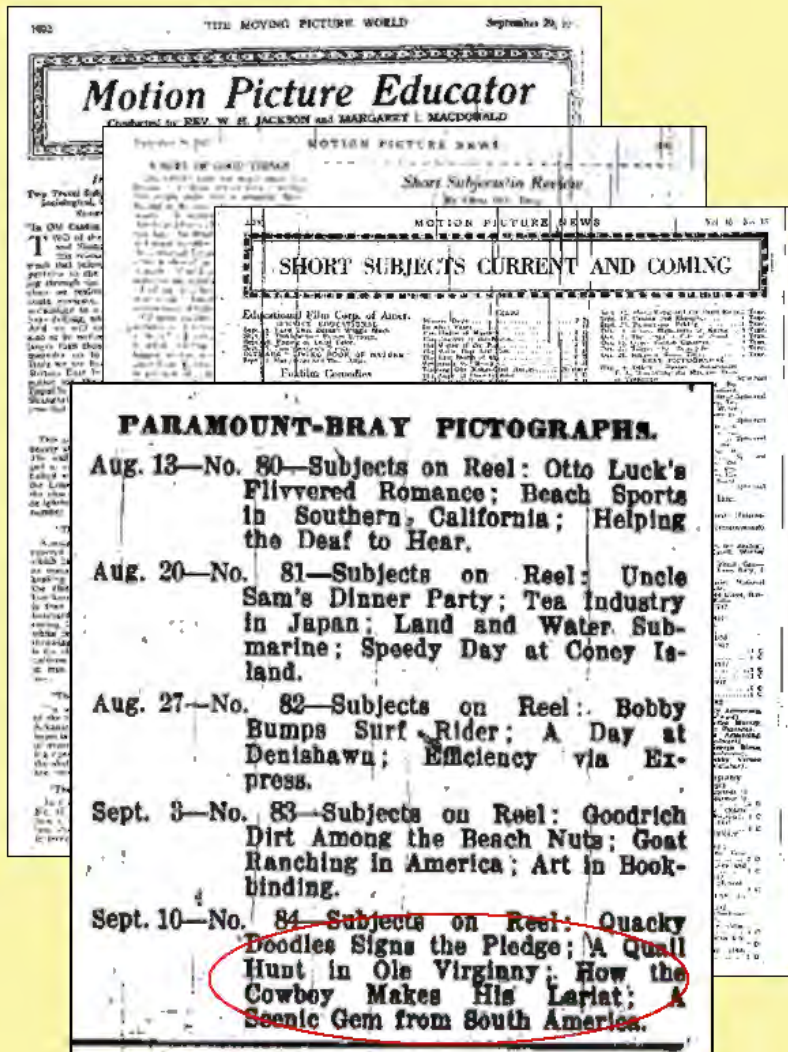
De Luxe  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
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Argmore  
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The Budd  
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Clark  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World  
The Most Wonderful Girl  
in the World

# How The Cowboy Makes His Lariat



- Not reviewed in “Short Subjects in Review” or “Motion Picture Educator.”
- Included in “Current Releases” listing.
- Possible reasons:
  - Pressing current events.
  - Critics lack of interest in western topics.
  - Segments of greater interest.
  - Lack of publishing space.





# Further Research

- Study on the reception of western topics among critics.
- Complete filmography of the screen magazine.
- Analysis of segments released with “How The Cowboy Makes His Lariat.”
- Revision of theater programs issued the week of the segment’s release.
- Research on “Sports and Pastimes of the American Cowboys.”



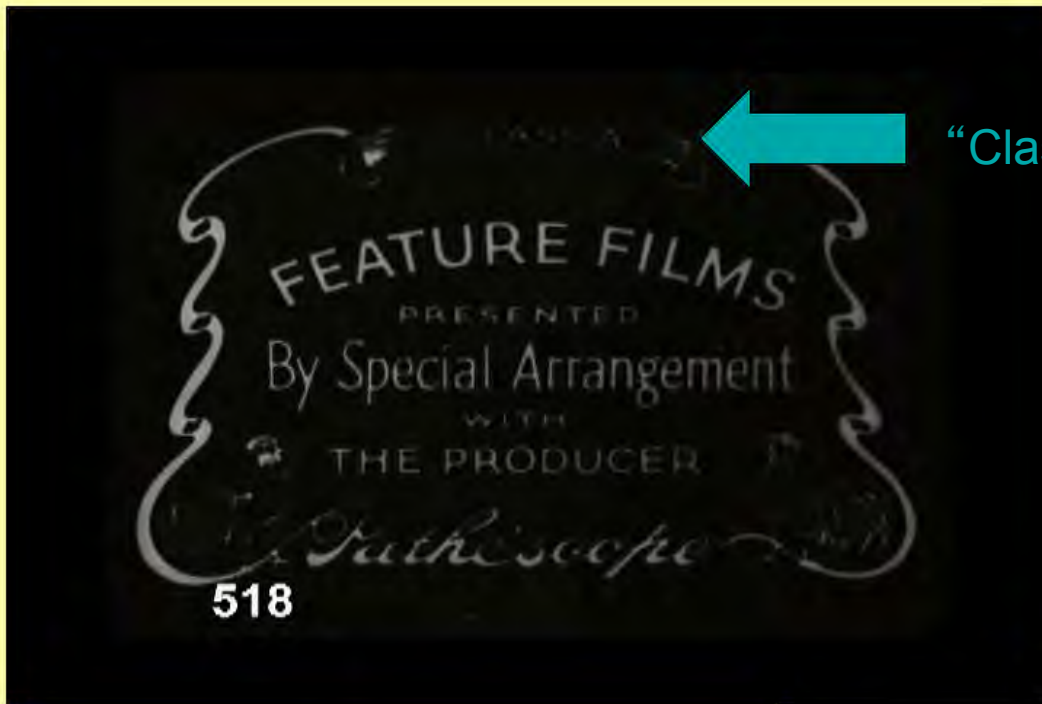
# Chickens?



# Chickens!! The Clues!



- Ed Stratmann at George Eastman House.
- Title card.
- 28mm format.
- Pathéscope film catalog.



"Class A" = Non-Pathéscope film

End Card (Post Chickens)



  
Title Card

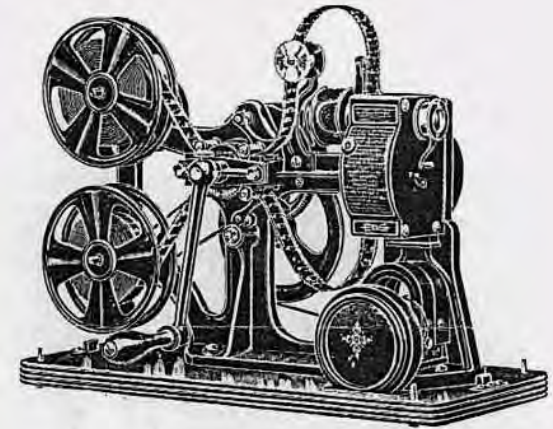


# Pathéscope

## 28mm Format

- French company, started marketing in America in 1913.
- Only 28mm company.
- Victor 28mm Projectors created in 1918.
- Schools, churches, community organizations and individuals rented Pathéscope films.

### "Pathéscope" *The Self-Contained* Home Cinematograph.



#### HAND-DRIVEN PATHÉSCOPE.

With the Hand-driven Pathéscope you can project the famous Pathé moving picture successes in your own home. The machine is so simple to use that you can start working it directly. It is safe—for the film can't burn. The pictures are steady and don't flicker.

The Pathéscope is absolutely complete in itself. No electric supply is needed for this model. Turning the handle produces the light.

The Pathéscope Outfit complete consists of the Projector (with its self-contained magneto for generating the light, the Lens, Condenser, Electric Lamp) all ready for immediate use; a complete two-picture spool of film (about 350 feet long), a screen (for showing a picture 31 x 23 inches) with its framework and packing box, a cleaning outfit, and a metal cover for the machine.

Price, £15 0 0; or without Free Film, £12 12 0

Nothing extra need be purchased except perhaps a few spare lamps. The lamps last between six and eight hours of continuous showing, and sometimes much longer.



Jan., 1918—Subject to change when necessary.

Owing to the New War Tax on films and the increased cost of labor and materials we are compelled to increase  
Prices of Films and Cost of Exchange Service

Owners of Pathéscopes usually purchase five or more reels of film with their machine thus securing the most economical form of Owners Exchange Service.

Cost of Reels . . . . . Each \$35.00

There are two forms of Film Service.

- (a) Exchange Service to Owners of Pathéscope Films.  
 (b) Rental Service to Non-Owners of Pathéscope Films.

**(a) Prices for Exchange Service to Owners  
 of Pathéscope Films**  
 Owner's Films Exchanged

After being used	One Reel	Three Reels	*Five Reels
For one night only . . . . .	\$0.45	\$1.20	\$1.80
For two nights . . . . .	.75	1.80	2.40
For three nights . . . . .	.90	2.10	2.90
Up to one week . . . . .	1.20	2.70	3.60
Up to two weeks . . . . .	1.50	3.60	5.10
Each additional week . . . . .	.25	.75	1.25

**Annual Exchange Subscriptions, Payable in Advance**

(Recommended as the most Economical and Satisfactory form of Service)  
 These entitle the owner of three or five films to exchange his own

	Three Reels	*Five Reels
Weekly . . . . .	\$90 per annum	\$120 per annum
Bi-weekly . . . . .	60 per annum	90 per annum

**(b) Prices for Rental Service to Non-Owners  
 of Pathéscope Films**

Transient Rental	One Reel	Three Reels	*Five Reels
For one night only . . . . .	\$0.85	\$2.40	\$3.60
For two nights . . . . .	1.45	3.60	4.80
For three nights . . . . .	1.80	4.20	5.80
Up to one week . . . . .	2.40	5.40	7.20
Up to two weeks . . . . .	3.00	7.20	10.20
Each additional week . . . . .	.50	1.50	2.50

The following forms of regular service are recommended

**Annual Rental Subscriptions, Payable Quarterly in Advance**

These entitle the non-owner to draw and retain

	Three Reels	*Five Reels
Weekly . . . . .	\$120 per annum	\$180 per annum
Bi-weekly . . . . .	90 per annum	120 per annum

\*More than five reels at same rate

# Pathéscope 28mm Film Library

- Class A.
- “Cowboy...” reel # 313-a, Bray Pictograph.
- “Chickens...” reel # 313-b, Bray Pictograph.
- Could the catalog have been published January 1918, just four months after release date?



# In the Archives

- Prints of *Paramount-Bray Pictographs: The Magazine on the Screen* are spread in different archives:
  - George Eastman House: “How The Cowboy Makes His Lariat (1917).
  - The National Archives of Canada: “Our First Flyers” (1918).
  - Northeast Historic Film Archive: “Microscopic Revelations: Heart and Blood,” “Crab Fishing in Virginia,” “Ants,” “Our Newest Possessions,” “The Passing of the Cannibal,” “Our Picturesque Neighbors,” and “Evolution from the Pterodactyl to the Bird.” All from 1918.

