

# The Museum of Modern Art

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## FATHER OF ANIMATION TO BE HONORED BY MUSEUM ON 96th BIRTHDAY

John Randolph Bray, the motion picture pioneer who transformed animation from a crude experiment into an art and an industry, will be honored by The Museum of Modern Art on his 96th birthday, August 25, 1975. Two different programs of his cartoons will be shown, at 2:00 and 5:30, and Bray will attend the earlier showing to introduce the program. The two programs will be shown again on Sunday, August 31, at 12:30 and 3:00.

Born in Addison, Michigan, in 1879, John Randolph Bray began his career in 1900 as a staff artist for the Detroit Evening News. In 1910 he started working seriously on a method of producing motion picture cartoons efficiently, and his "The Daschund and the Sausage" (1910) was the first animated film made with the cell process. This process, which he later patented, put the stationary elements of the cartoon frame on a translucent sheet which was placed over each drawing of the moving elements. This eliminated the need to redraw the static parts of each frame, a process so tedious it had effectively prevented animation from developing.

By 1913, Bray was releasing cartoons through The Pathe Exchange, and he began his first series, featuring Colonel Heeza Liar, the same year. In 1914, he organized the second animation studio in existence and took out the first of his many patents. Bray and Earl Hurd combined their animation patents in 1917 and formed the Bray-Hurd Process Co., which licensed other animation producers, and in the same year Bray produced the first cartoon on color film. The Bray Studio began producing animated technical films in 1916, and started production the following year on the first army training films. Since the advent of sound, the Bray Studio has concentrated on the production of industrial and military instructional films and is now under the direction of Paul Bray, Jr., John Randolph's grandson.

Many of the greatest animators in the industry started with the Bray Studios, among

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them Max and Dave Fleischer (Popeye and Betty Boop), Paul Terry (Terrytoons), Walter Lantz (Woody Woodpecker) and Earl Hurd .

The John Bray programs to be shown at the Museum were compiled with the assistance of Mark Langer. Works dating from 1910 to 1919 will be shown August 25 at 2:00 and again Sunday, August 31, at 3:00. Films from 1918 through 1926 will be presented at 5:30 on August 25 and at 12:30 on August 31.

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Additional information available from Mark Segal, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York 10019. Phone (212) 956-7296.