



C.P.S. QUARTERLY

FALL 1997

Volume 1 Issue 1

Our First Cinerama Preservation Society (C.P.S.) Newsletter

Welcome partners, to a hurried edition of our first ever CINERAMA PRESERVATION SOCIETY, INC. NEWSLETTER. We would have written you sooner, but we were busy saving Cinerama from extinction and fighting the wolf at our door.

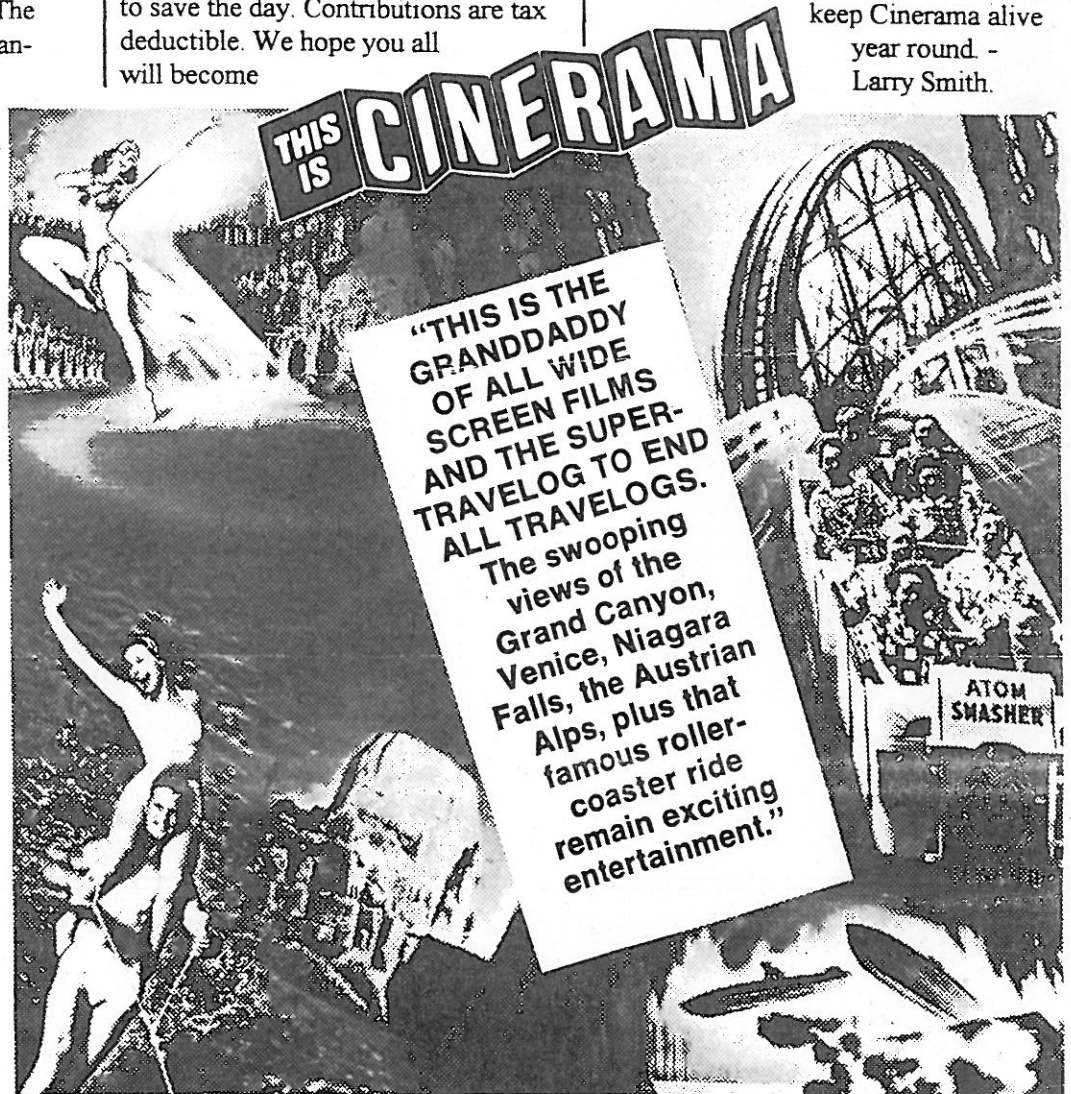
Earlier this past summer, The New Neon Movies regrettably announced the end of Cinerama screenings after a year of being the only theater in America to play original three-projector Cinerama films on a deeply curved screen. The run was a roller-coaster ride of thrills attracting film buffs from all over the globe and national news coverage in every track of the media.

But in the last months, tickets sales had dropped off to the point where the screenings were no longer affordable. When the story broke in the national press (*Kansas City Star*, *Philadelphia Inquirer*, *Detroit Free Press*, *Indianapolis Star*, *Toronto-Globe Mail*, *USA Today*, *Hollywood Reporter*, *Chicago Tribune*, etc.), the

remaining seats sold out and hundreds of people had to be turned away! Clearly, something had to be done. We are happy to announce to all 4,000+ of you on our mailing list that a new non-profit organization, the Cinerama Preservation Society, has been formed to save the day. Contributions are tax deductible. We hope you all will become

The Cinerama Preservation Society has been formed to fund the cost of screenings of Cinerama films and make new prints and soundtracks. Seven titles made in this unique process.

members, and give memberships as gifts during this holiday season to help keep Cinerama alive year round. - Larry Smith.



The Cinerama Preservation Society launches its membership drive with more Cinerama showings the third weekend of every month until Aug. of 1998!

Inside This Issue

- C.P.S. CEO John Harvey speaks out from the booth(s) page 2.
- Membership levels and benefits, page 2.
- Membership application and next six-month show schedule page 3.
- Latest news and plans for future issues, etc. page 4.

The Cinerama Preservation Society Membership Levels

BASIC \$25

You will receive:

- 1) Our unique Cinerama bumper sticker that will turn more than just your friend's heads; it will start you on a whole new adventure of meeting more film buffs than you ever imagined.
- 2) The next four Quarterly C.P.S. Newsletters announcing titles, playdates, festivals, celebrity appearances, fun and fund-raising activities, current print conditions, current restoration progress and advance notice of *new* print premieres as we preserve Cinerama one step at a time.
- 3) Ten percent off Cinerama memorabilia available through our forthcoming catalogue.

FAMILY \$50

You will receive: Same as above, PLUS souvenir Cinerama film frame collector card - set of three Cinerama film frames side by side and sealed in plastic along with Cinerama's seven-channel magnetic 35mm-soundtrack and a frame of common 35mm-film from a trailer for STAR WARS.

ACTOR \$100

You will receive: All of the above, PLUS enameled Cinerama lapel pin that can also be used as a tie tack AND your name is added to our Hot Monthly Update Mailing List for even quicker Cinerama news including copies of all press releases as the press gets them.

DIRECTOR \$250

You will receive: All of the above, PLUS a Cinerama T-Shirt AND the Cinerama video tape collection—two hours of news stories, interviews and clips on Cinerama and its recent revival. PLUS, a Cinerama golf shirt or sweatshirt. (NOTE: TAPES NOT FOR BROADCAST. Video copies of shorts and news items are for home use only by C.P.S. members.)

PRODUCER \$500

You will receive: All of the above PLUS, a SOLID GOLD Cinerama lapel pin.

SCREENWRITER \$1,000

You will receive: All of the above PLUS a 100% wool baseball jacket made to order, tailored with embroidered Cinerama logo.

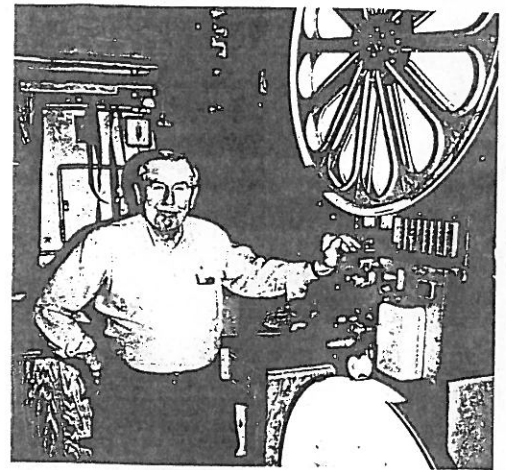
BACKER \$5,000

You will receive: All of the above PLUS a Cinerama black leather jacket with embroidered logo and A PRIVATE CINERAMA SHOWING WITH AN AUDIENCE OF YOUR CHOICE, YOUR PICK OF DAY AND TIME!

OVER \$10,000

All of the above: PLUS, WE'LL NAME THIS LEVEL AFTER YOU!

Do you have membership questions? Please call the NEON @ (937) 222-8452 1-9pm EST. Or, fax us at (937) 222-4119 anytime.



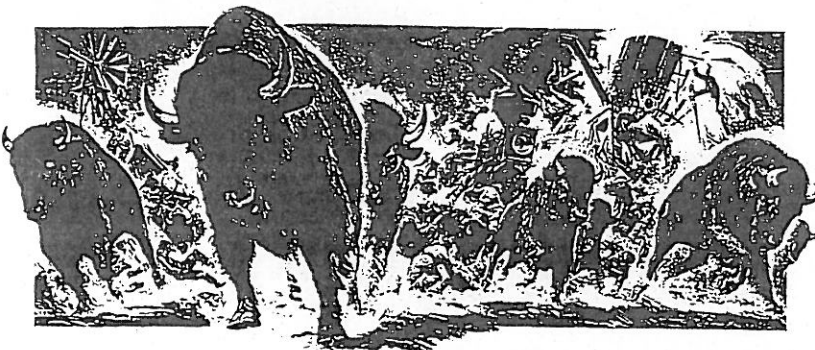
THE VIEW FROM THE BOOTH (S) By John Harvey

Thanks to each and every one of you for making my dream of bringing Cinerama back to the public again come true. At each Cinerama screening at the Neon Movies, my good friend Larry Smith takes over as host, greeting the guests and sharing the fascinating background of Cinerama with them just like I used to do when I ran the films in my special home theater, so I can go about the business of running the show. Each time I watch them, I'm amazed to discover details I never saw before. And it's you, the ticket buyers, who make it possible for me to continue seeing one of my earliest movie loves, young and tenderly again. Please recommend Cinerama to your family and friends so that the thrill created by Fred Waller, Hazard "Buzz" Reeves, Lowell Thomas, Merian C. Cooper, Michael Todd and their friends now entrusted to us, Cinerama, will be around next year too.

Cinerama—from Cine' (a French word for cinema,) and rama, as in Diorama (1824), a mode of scenic representation in which by an unobstructed or complete view passes continuously before one; also Panorama (a picture exhibited a part at a time), a mental picture of a series of images or events utilizing skillful lighting and various contrivances, much diversity and effect for a peripheral view. One premiere viewer actually called it "...more real than real." Lowell Thomas used to say, "Cinerama is an anagram American." When I say it slowly, it makes me smile. When I hear your stories of how you too, were amazed, I relive it with you. When you tell your friends so they can come and enjoy it too, we can keep it around for a long time to come.

Let's all work together to save our film heritage for the good of our families and friends, and then, when we want to enjoy some leisure time... we can watch a good movie with someone we love the way it was meant to be shown - in a real theater. John Harvey and editorial staff.

METRO
GOLDWYN
MAYER AND **CINERAMA** PRESENT



NOW THE WEST WAS WON

UPCOMING PLAY DATES

The Neon, at East Fifth Street & Patterson Blvd.,
in downtown Dayton, Ohio

THANKSGIVING WEEKEND—Rare screening of Cinerama's *Seven Wonders Of The World*—In German only (little English on soundtrack) because this last original print was found in a German theater in 1993; it has faded to a lovely shade of "Eastman Rose."

HOWEVER, the Cinerama effect works 100%.

Saturday, November 29 - *Seven Wonders Of The World*

Sunday, November 30- *Seven Wonders Of The World*

The 3rd Weekend of EVERY MONTH!

Saturday, December 20 - *How The West Was Won*

Sunday, December 21- *How The West Was Won*

Saturday, January 17 - *This Is Cinerama*

Sunday, January 18 - *How The West Was Won*

Saturday, February 21 - *Cinerama (Eastman Rose) Holiday*

Sunday, February 22 - *How The West Was Won*

Saturday, March 21 - *Seven Wonders Of The World (Eastman Rose)*

Sunday, March 22 - *How The West Was Won.*

Saturday, April 18 - *This Is Cinerama*

Sunday, April 19 - *How The West Was Won*

Saturday, May 16 - *Cinerama (Eastman Rose) Holiday*

Sunday, May 17 - *How The West Was Won*

Page 3 SAVE THE TOP HALF OF THIS PAGE FOR YOUR REFRIGERATOR ART COLLECTION!

the LOWELL THOMAS production

SEVEN WONDERS OF THE WORLD

...as seen through the greatest wonder...

CINERAMA

color by Technicolor

NOW PLAYING, BUT IN A FADED PINK PRINT AND WITH GERMAN NARRATION.

IT'S EVERY HOLIDAY YOU EVER DREAMED OF... COME TRUE!



NOW PLAYING, AND WHO CARES IF IT'S PINK IT'S GREAT FUN! AND EVERY TICKET WE SELL JUST BRINGS US THAT MUCH CLOSER TO MAKING A NEW "FULL COLOR" PRINT!

The Cinerama Preservation Society, Inc. is a nonprofit organization. Once your donation is received, you will receive a thank-you letter for your year-end tax deductions.

CINERAMA PRESERVATION SOCIETY, INC. MEMBERSHIP APPLICATION

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ - _____

E-MAIL: www.

Enclosed is my membership check made out to The Cinerama Preservation Society, Inc. in the amount of \$_____ (Basic \$25, Family \$50, Other.)

(FOR PREMIUM DESCRIPTION SEE MEMBERSHIP LEVELS ON PAGE 2)

Or, charge my credit card the amount of \$_____. Or, I pledge \$_____ per month for _____ months. Please send me installment cards or _____ bill my credit card. Visa, Mastercard, Discover.

Name as it appears on card

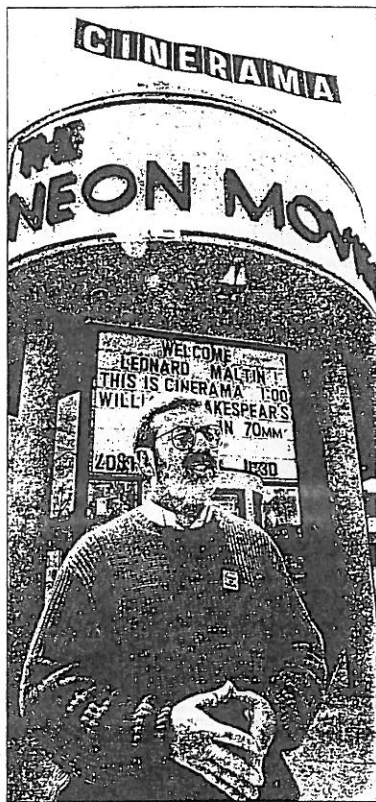
Actual Card Number _____

Account Number (Exp. Date ___/___)

Signature : _____ Do you want premiums? YES/ NO

Please send to:

The Cinerama Preservation Society, Inc. 6513 Azure Way, Dayton, OH 45449



BILL REINKE/DAYTON DAILY NEWS

Include a note if you would like individual flyers about: day-four packages, hotels, restaurants, unique sites, private screenings or film buff parties!



A DOUBLE-SIZE NEWSLETTER AND TRIPLE-SIZE CATALOG TO EVERY C.P.S. MEMBER BEFORE THE END OF FEBRUARY!

Year End Sale Prices Until 1/1/98

Clothing

[] Cinerama Sweatshirts with small silk embroidered blue & red logo. Sizes M, L, XL, XXL (XXXL \$5 extra), _____ Black, _____ White, _____ Cream, _____ Gray, normally \$35, now only \$28 while supplies last.

[] Cinerama "Process/Overhead Theater Diagram" T-Shirts (4 Color, 2 sided) with *How The West Was Won* original newspaper ad on back HEAVY WEIGHT 100% cotton, with long-lasting high-quality silk-screening. Sizes S, M, L, XL, XXL (XXXL \$4 extra) = Normally \$20, now \$18

[] T-Shirts, (2 COLOR) "Puts you in the picture" in black, logo in red and blue. (M, L, XL & XXL only) = Was \$12, now only \$10

[] Cinerama cream golf shirt with embroidered logo, (M, L, XL) = Normally \$30, now \$22

[] Cinerama ball cap white, gray or black with red and blue logo = Was \$12, now \$10

[] Cinerama Baseball Jacket with large embroidered logo on back and small on front. Add \$5 for your name on front. = Was \$75 now \$65

FOR ALL CLOTHING ORDERS ADD \$5 FOR SHIPPING.

Soundtracks

[] "This Is Cinerama" soundtrack CD imported = Was \$30, NOW \$18 HURRY!

Inventors Fred Waller, Hazard Reeves with producers Lowell Thomas, Michael Todd and Merian C. Cooper knew Cinerama would change everything. It did, it has and it continues...

[] "How The West Was Won" soundtrack CD single CD = Formerly \$16, now \$15, whoopee!

[] "How The West Was Won" soundtrack double CD = Normally \$35, now \$32 when in stock.

Programs

[] MINT-CONDITION ORIGINAL "Seven Wonders of the World" 1956, Was \$18, now \$22.

[] MINT-CONDITION ORIGINAL "Cinerama's Search for Paradise" 1957, formerly \$22, now \$30—supplies lower. NOTE: The following list is of copies of the original Cinerama books with a color cover.

"This Is Cinerama" 1952-1954, black "World Premiere" FINALLY AFTER MONTHS... BACK IN STOCK! = \$8 Other copies of program books formerly \$8 now \$7, call for list of titles.

Memorabilia

[] VHS Cinerama video tape collection—two hours of news stories, interviews and clips on Cinerama and its recent revival. Includes two British TV specials, most local TV stories, shorts made by Cinerama visitors and sample footage of the new documentary being made by Lone Pony Productions = \$12.

[] Cinerama bumper stickers = four colors) \$1.00 each or 10 for \$7.50 — OR get one FREE if you get an article

about Cineramas written in your local paper!

Collector Cards

(No price increase until Spring of 1998) [] CINERAMA CARD, VERSION 1 = 3 Side-by-side matching panels of six perforation 35mm-Cinerama Film sealed in plastic so you can show your friends how it works on a giant curved screen and everyone can give Cinerama the credit for changing movies! = \$10 each or ten for \$75.

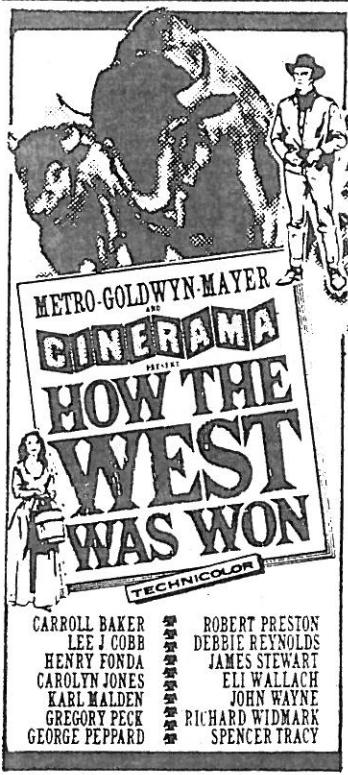
[] CINERAMA CARD, VERSION 2 = Same as above, PLUS 35MM 7-TRACK CINERAMA MAGNETIC SOUND-TRACK FILM, = \$15 each or ten for \$100.

[] CINERAMA "Credit" CARD, VERSION 3 = All the above, PLUS A 35MM FRAME FROM AN OLD STAR WARS TRAILER FOR COMPARISON! Great for showing friends the difference = \$20 each (FREE w/\$50 family membership) or ten for \$125.

PURCHASE IN PERSON, BY PHONE (WITH A MAJOR CREDIT CARD), OR BY MAIL WITH A PERSONAL CHECK.

Please allow 4-6 weeks for delivery. Be sure to include your phone number in case there are any questions about your order. Thank you.

PLEASE CALL TODAY (937) 222-8452 [1:00-9:00 p.m. EST] to charge tickets or merchandise on your credit card. Some orders processed the same day, for back order please allow four to six weeks for UPS ground delivery.



How The West Was Won, Just Named To The National Film Registry!

Details on our getting a new HTWWW print in the next newsletter! Also, send us, the C.P.S. Newsletter editorial staff, your ideas, quotes, copies of photos & clippings, personal stories, etc., whatever you think we should share with other members.

C.P.S. QUARTERLY NEWS

The Cinerama Preservation Society
1513 Azure Way
Dayton, OH 45449

NEXT ISSUE:

- *Pinkish film stock—what are the solutions?
- *More from John Harvey *More Cinerama Family Reunion Plans
- *Personal Appearances *1998 Goals, 1999, etc.
- *CINERAMA NEW PRINTS: How much to do it right? *Letters to the editors.
- *The five and ten year plans
- *Memorabilia, film and equipment donation tax deductions