

LT

June 28, 1968

Dear Bob Jameson,

Here are the answers.

One. There were two Cinerama companies at the beginning. One of these manufactured the equipment. That was Cinerama Inc. The other with which I was associated was Cinerama Productions. It was phenomenally successful, but the people who made all the money out of it didn't quite know what to do and wound up selling it to a firm called Stanley Warner. At first they behaved fairly well, except they didn't know what it was all about. And, after a couple of years they sold it to an international buccaneer who I'm afraid put it on the downward skids. He in turn got into plenty of trouble and sold it to a man on the West Coast who owns theaters, and has never shown any inclination to use Cinerama for the things for which it was made.

Two. I suspect three projection Cinerama will come back, but maybe not in our lifetime. After giving up the process and simply selling the name -- which they have been doing in recent years - it would take a lot of capital to go back and start all over again.

Three. There is a company that uses the name Cinerama -- name only.

Four. They own the name Cinerama lock stock and barrel and therefore can use it in any way they see fit.

Five. No, I don't like what they call "mock" Cinerama, because it isn't Cinerama at all!

Six. Nothing has come along to compare

Lowell Thomas  
Hammersley Hill  
Pawling, N. Y. 12564

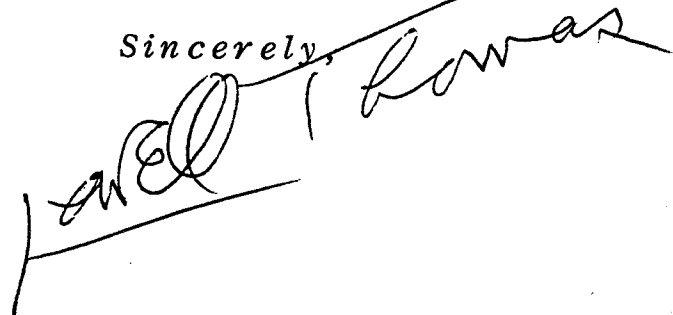
with Waller's invention. But the motion picture world was baffled by the fact that it cost a quarter of a million dollars to equip each theater. And, people who have been involved in motion pictures are quite naturally interested in getting their product in most of the world's fifty, sixty or seventy thousand theaters. Cinerama in a way is a separate medium. It should only be presented in eight or ten cities in this country, and similar cities abroad, perhaps a maximum of fifty theaters. One of the major problems of course is to keep such theaters supplied with product.

To make a great Cinerama show, like our first one, THIS IS CINERAMA, or THE SEVEN WONDERS, or SEARCH FOR PARADISE, takes about a year to do, and a cost of between two and five million dollars. However, all of this can be earned back from just one of the fifty cities.

I tried to work out an arrangement with the present owner, and got nowhere. One of these days he'll decide he has taken it on the chin long enough and will be willing to unload for a reasonable sum -- maybe. If that happens, then comes the immense task of creating the cameras and the projection equipment all over again.

Many thanks for your fine letter.

Sincerely,

A handwritten signature in cursive script, reading "Lowell Thomas". The signature is written in dark ink and is positioned below the word "Sincerely,". A horizontal line is drawn across the signature.

Lowell Thomas  
Hammersley Hill  
Pawling, N. Y. 12564

LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK

May 14, 1969

Dear Bob Jameson,

*This will have to be brief.  
I'm taking off for the Arctic.*

*I have no idea where the Cinerama  
films are. The present owner will have  
to answer that. His name is William  
Forman, and I believe he can be reached  
at the following address:*

*405 Park Avenue, N.Y.C. 10022*

*Cordially yours,*

*LOWELL THOMAS*

LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK 12564

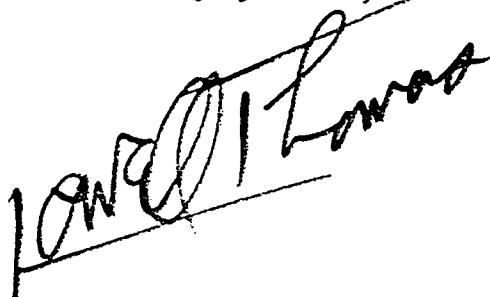
August 14, 1969

Dear Mr. Jameson:

As you seem to have discovered there just isn't any authentic Cinerama any more. The thing got all fouled up because an international buccaneer named Nick Resini decided to make a fast buck by eliminating the process and cashing in on the fame of Cinerama. This actually turned out to be both an artistic and financial calamity. But after all, I guess there are no truly wise men in the world. The temptation to try and reach out and tap the entire motion picture audience through the fifty thousand or more theaters in the world must have been too great. And, of course to do that they had to kill Cinerama.

It would take a sizeable fortune plus vision, and some other qualities ever to bring it back.

Cordially yours,

  
Lowell Thomas

LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK 12564

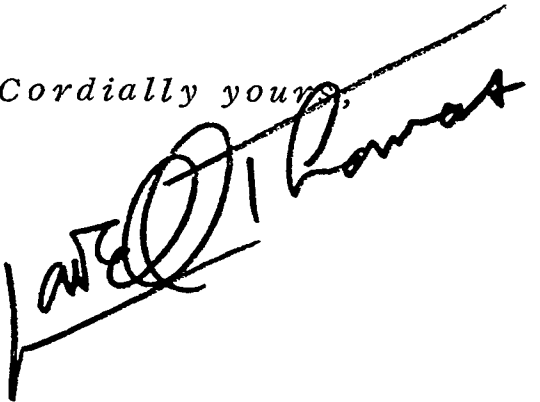
July 1, 1970

Dear Bob Jameson:

Thanks for your letter.  
That's a sad sad story indeed.

There should be a wonderful  
opportunity for someone to make  
a fortune out of Cinerama. In fact,  
it should be easy to roll up a few  
millions merely by producing a show  
on a par with those we presented to  
the world back in the early and middle  
fifties.

Cordially yours,

A handwritten signature in cursive script, reading "Lowell Thomas". The signature is written in dark ink and is positioned below the typed name "Lowell Thomas". The signature is written over a horizontal line that extends across the width of the signature.

THE SHERATON-MAUI HOTEL... is a beautiful, unique structure on the beach at Kaanapali, Maui, three miles from historic Lahaina, early-day capital city of Hawaii.



Dear Bob Jameson:

Many many thanks for sending me the clipping. Of course the article isn't fair for the simple reason the show now being presented is not Cinerama in the original form at all!

Photograph by Eugene J. Barton

However, audiences seem to like it. Also, in this form, the single strip it's possible for them to put it in a thousand theaters. So, this may make it

.2 worthwhile for the present owners of Cinerama. I am in no way involved, but I wish them luck. It would take millions to revive the original Cinerama and then do the research which should have been done long ago.

Cordially,

*Lawrence*

LT

May 14, 1973

Dear Bob Jameson:

Thanks for the interesting letter. If I get any ideas I will be glad to get in touch with you. At the moment I don't seem to have any worthwhile thoughts on this.

For that matter, I'm heading for the Far Pacific and the sub-Arctic.

Oh yes, and thanks for sending me that clipping from the Detroit News. The copying process makes it difficult to read. Wonder if you could send me the clipping direct from the newspaper? X I would much appreciate it.

By the time this reaches you I'll be on my way to the West Coast. Would you mind sending it to me Air Mail, c/o The Beverly Wilshire Hotel, Beverly Hills, California?

With best wishes.

Sincerely,

*Lowell Thomas*

x The man who wrote it evidently doesn't know that what he saw isn't "Cinerama" at all! It's the subject matter in another much feebler medium.

Lowell Thomas  
Hammersley Hill  
Pawling, N. Y. 12564

LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK 12564

*April 13, 1977*

*Dear Mr. Jameson,*

*Many many thanks for your  
interesting letter.*

*Wish I could stop by and  
talk with you about your trip.*

*Sincerely,*

*Lowell Thomas*



LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK 12564

January 24, 1978

Dear Robert Jameson,

Many many thanks for your interesting letter. You no doubt are right about Star Wars, and there are several others. So far no one has come up with the twenty or thirty million that would be needed to bring back Cinerama.

The potential is fabulous. But there are not many people who want to gamble on a process with which they are not familiar.

Best wishes.

*Lowell Thomas*

LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK 12564

*Lubbock, W. Texas  
February 10, 1978*

*Dear Robert Jameson:*

*Your letter caught up with me here in the Texas Panhandle where the temperature is a balmy -6, a record, almost. Probably warmer than where you are. I'm phoning this to my office in New York.*

*You are so right! But Ford is not the man. He's a friend of mine.*

*Sincerely,*

*Lowell Thomas*

LOWELL THOMAS  
HAMMERSLEY HILL  
PAWLING, NEW YORK 12564

March 28, 1979

Dear Robert Jameson:

Many many thanks. One of these days I hope I can see what your friend Ed McDonald has done. It sounds impressive.

Sincerely,

Lowell Thomas