



MMOCC Newsletter –

JUNE 2023

*Mid Mo Old Car Club
PO Box 1594,
Jefferson City, MO 65102*

Twin 50 Drive-In Theatre

2117 Missouri Blvd / 727 Heisinger Road / Jefferson City, Missouri

Also known as: 50 HIWA (1949)

HIWA 50

50 Twin Drive-In (1976)

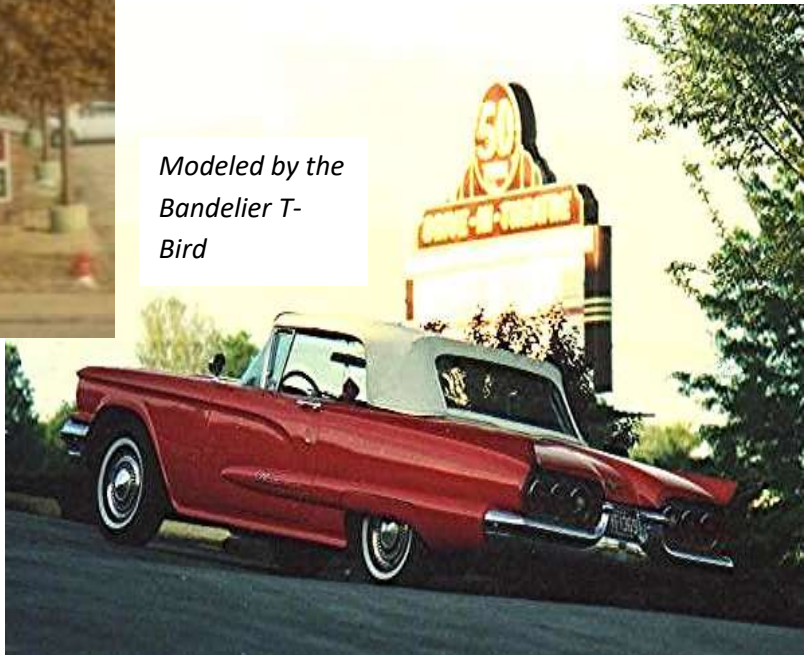


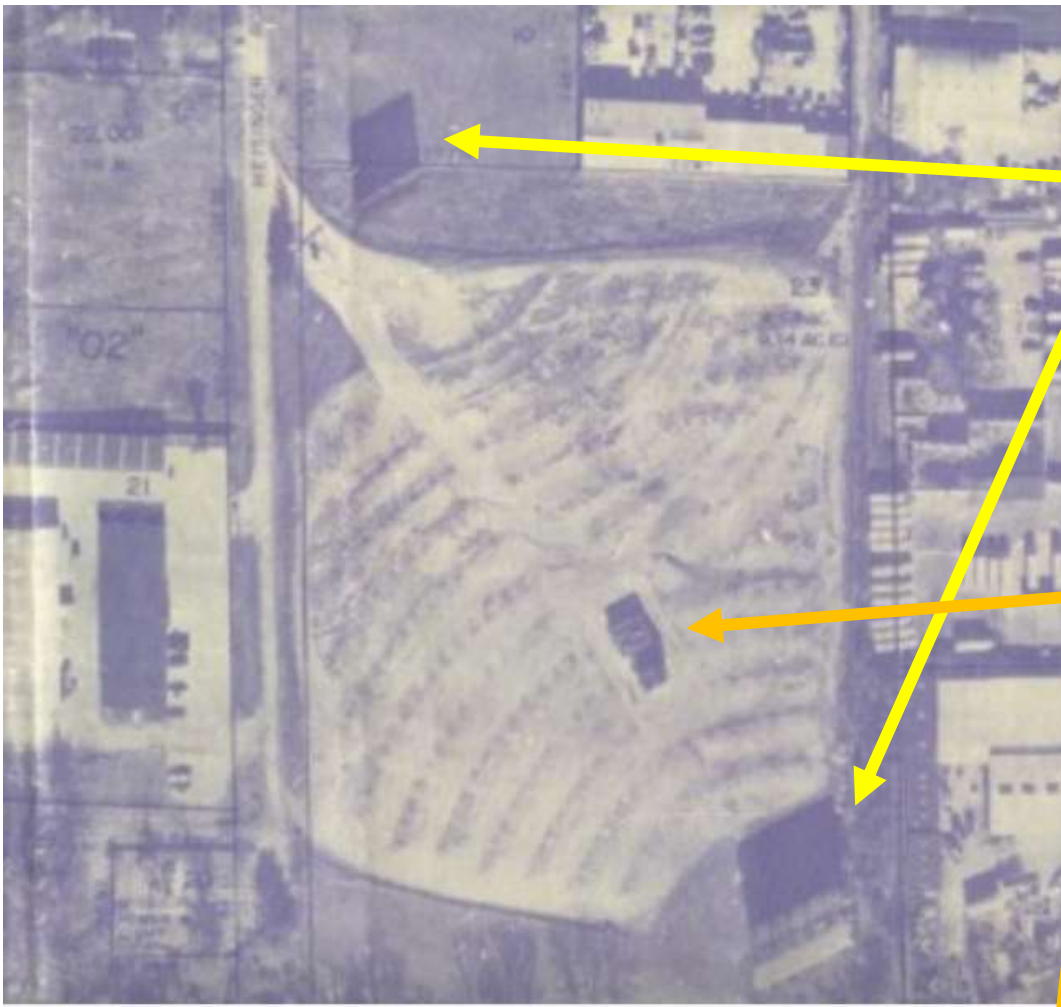
The Drive-In opened as a single screen in May of 1949, originally called the “50 Hiwa Drive-In” with a 400 car capacity.

A second screen was added in 1976. It was then renamed the “Twin 50 Drive-In”, the last night of operation was September 3, 1985.

The 50 Twin Drive-In had a 350 car capacity. One report indicated walk up seating for 200.

*Modeled by the
Bandelier T-
Bird*





THEN...

Screens.

Projection Booth
(Now: Foundation)

NOW...

Missouri Blvd

UPS Sorting Lot

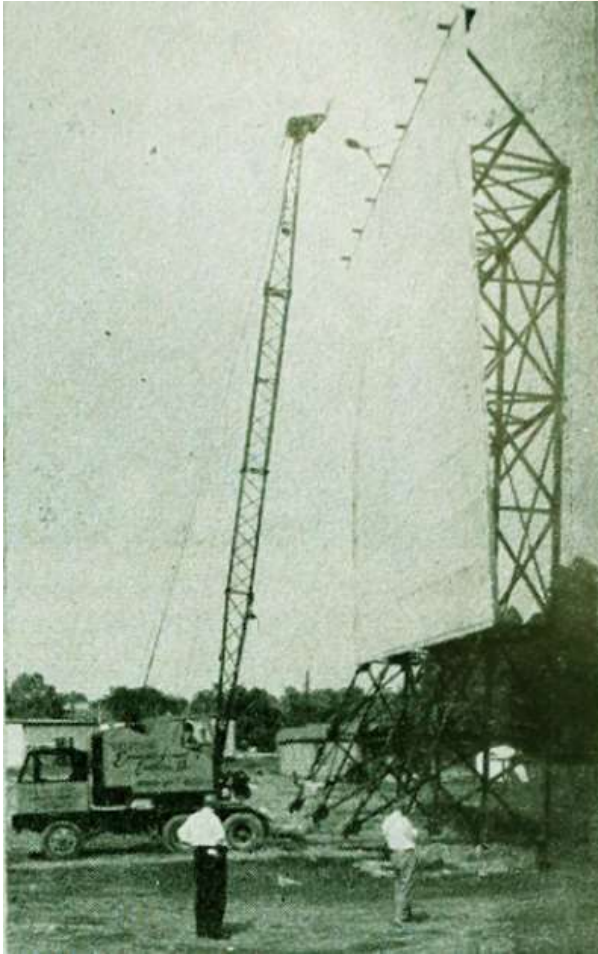
Heisinger Road

Greenway Trail



Before the HIWA 50 Drive In, the location was "outside the city limits" and was Whitway Park. Whitway derived from an early term meaning "lighted streets".

Whitway Park was home to 1931 Senators, 1932 Negro Baseball Jefferson City Mohawks, 1933 Capital Softball league, football, JCHS, turtle races, and horse shows.



Facts About Picture Screen . . .

Height of Tower, 60 feet.
Screen Surface: 56 feet wide,
40 feet high
Total weight of screen, 16 tons.
Screen completely assembled on
ground and then raised into position.



**Structural Steel Support for this Screen
furnished and fabricated by**

MISSOURI VALLEY STEEL

Incorporated

Contractors, Engineers, Manufacturers and Builders of
Structural Steel Bridges, Buildings, Boats and Barges

Office, Warehouse, Shops and Shipyards
LEAVENWORTH, KANS.

Speakers from the Donald and Becky Weber Collection.



MOVIES UNDER THE STARS IN YOUR CAR

50 HIWA DRIVE-IN THEATRE

ADM. 50¢ incl. tax
CHILDREN UNDER 12 - FREE
2 SHOWS 7:15 and 9:45 P. M.

Phone 2747

ONLY INDEPENDENT THEATRE IN JEFFERSON CITY!
WHERE YOU ALWAYS GET A WARM WELCOME

Free Children's Playground Free Pony Rides, Color Cartoons Every Night Box Office Opens 6:30 P. M. First Show 7:15



A size comparison between the Titanic and a modern cruise ship.



Broadway Building – High and Broadway



The front, faced in painted cement plaster.

Capitol Theater – Still Stands – Next to Arris' Pizza



MMOCC Member Norm Hicks at age 10 with his mom, Pauline, near Phoenix, Arizona after his first driving lesson in the 1940 Pontiac.

Then...



Now...



MODOT Building. East Capital and Jefferson.



1963 King Midget Model 3
 Dennis Smith
 Member since 1995

AMERICA'S *New* 2 PASSENGER SENSATIONAL SMALL CAR



All *New* KING MIDGET

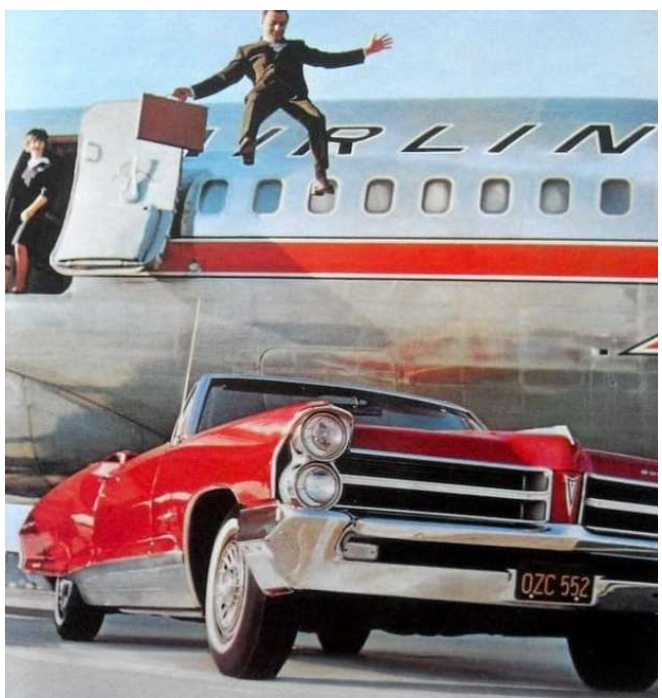


★ *Compare this Value!* ★

1. Amazing transportation economy—operates it for 75¢ per week, 50.65 miles per gal.
2. Maintenance costs practically nil.
3. Speed plenty—40 to 50 miles per hour.
4. All steel construction, long life, trouble free operation.
5. Room for two large passengers.
6. Safe and dependable for all driving conditions.
7. Snappy, smooth pickup, Automatic drive.
8. Styled for small car eye appeal—not an imitation of big cars.
9. Smooth roadability — independent springing on all four wheels.
10. Precision engineered — manufactured by an established firm.



Buick - Founded in 1899; 124 years ago. Pictured is a 1942 Buick, and probably the last wartime car to be produced.



A Hertz reservation
 is the shortest distance between your plane
 and your rent-a-car
 (a shiny Chevrolet, Pontiac or other fine car)





David Snyder ▸ Car Museum
15h · 🌐

1949 Ford Motor Company cars heading down the Mississippi to new homes.

May 13: On this day in 1946, the Federal Communications Commission (FCC) granted Southwestern Bell a license for radio-telephone service, which enabled those in St. Louis to be the first in the nation to make and receive phone calls in their car.

Covering a 75-mile radius of downtown calls to an auto had to be placed through a mobile operator at 2654 Locust. This was transferred over normal telephone lines to the office at 1010 Pine, where the call went out over VHF radio from the 250-Watt transmitter on the building's roof.

Service cost \$15 a month, after a \$25 installation fee. There was an additional charge per call, depending on time. As seen in this photo, necessary equipment took much of the trunk space. The first radiotelephone call was placed in St. Louis on Jun 17, 1946.

[sources: John Sarkis & Missouri Life]



Postcard depicting The State Capitol of Missouri as seen from the Missouri River in Jefferson City, Cole County, MO. Dated as 1913. Notice a railroad tunnel in the picture that was never built but must have been planned at some point. Courtesy of The MO State Archives from the Mary Alice Henson postcard collection.



A shipment of Volkswagen Beetles arriving in the US, c. 1965.



MID-MO OLD CAR CLUB

A big **THANK YOU** goes out to these businesses and individuals for sponsoring our 53rd Annual Old Car Round Up and Show!

We encourage you to visit these businesses to show them your support in return!

Car Show Sponsors
4-Wheel Parts Plus, LLC
Bandelier Mustang Connection
Browner Alternator and Starter Service
Capital Hauling Company
Central Bank
David Jaeger
Evers and Company CPAs
Farmers Bank of Lohman
Fechtel Beverage and Sales, Inc.
Governor Motors
Jefferson Bank
Jim Lewis Tire and Wheels
Jim Logan Audio Service
Joe Machens Capital City Ford
Kenneth Luetkemeyer
Millard Family Chapels
Moser's Food
Rusty Drawing Chevrolet-Buick-GMC
Sam Bushman - Cole County Commissioner
Siebeneck Auto Sales
Towner Communications Systems, Inc.
Warehouse Tire and Muffler
Xtreme Body and Paint

Scholarship Sponsors
Angela Laws
Bill and Janice Bonnot
Dale and Ruth Doerhoff
Dennis and Linda Smith
Don Weber
Foster's Transmission and Service
Jack Boswell
James and Linda Ennis
Jim's Classics
Joshua Schubert
Keith Pedigo
Kenneth Luetkemeyer
Larry Rhea
Larry's Motorsports
Mary Gerdes
Michael and Kathleen Raitchel
Pam Taylor
Precision Machine, Inc.
Todd Slanker
Woodman Engineering Co.

Door Prize, Goody Bag, and Other Sponsors
Advance Auto Parts
American National Insurance - Doug Lensing, Agent
AutoZone
Daisy Delight
EcoWater Systems
Kustum Signs, LLC
Mark's Mobile Glass
McDonalds
Meguiar's
MoDOT
RockAuto
Williams-Keepers LLC, CPAs & Consultants



MMOCC SHIRTS:

We have T-shirts in gray and white, collared polo-type shirts, and a humorous T-shirt addition. If your shirt looks dingy, time to upgrade! Shirts available at future meetings and events. \$20 for collared shirts. \$15 for t-shirts. \$10 for hats.

Upcoming Events that MMOCC Plans to Attend

A. Primrose Father's Day Cruise In.

- Sunday, June 18 from 10-noon.
- Primrose Retirement Community / 1214 Freedom Blvd / JCMO.
- Residents will visit and talk about their automotive memories. Pinewood Derby planned.
- Organized by Brandon McIntire at 573-634-5408.

B. June MMOCC Meeting.

- Thursday, June 22. BBQ at Tim Petty's. 9108 Clibourne Road / Russellville. 573-694-2977. Arrive as early as 5:00. Eat at 6:00. Meeting at 7:00.
- Bring a chair. The shop does not have air conditioning.
- Tim will provide pulled pork, beans, slaw, potato salad, utensils & plates, ice tea, h2o, ice, etc. Bring a dessert if you like.
- Park on the right side of the driveway.
- Not responsible for accidents or heartburn.

C. Monthly Capital Mall (JC) Cruise In.

- Last Saturday of each month from April to September. 3-7pm. (New times for this year.)

D. Lohman Cruise In.

- Sunday, July 2 from 10:30am to 2pm in Lohman on Front Street "by the big tree".
- Bring a chair and cooler. Come and go as you please.
- Lions Club BBQ available at the Community Center from 10:30am to 2:30pm.
- Fireworks at the Church at 9pm.

E. Salute to American Cruise In.

- Downtown JC north of the Capitol.
- Tuesday, July 4. 9am to 12pm. **Help requested to park cars. No judging duties.**
- Organizers: Larry Rhea (573-606-9266) and Dennis Smith (573-680-2505).

F. Old Cars at the Capitol for "Grease"!

- Friday, August 4 from 6:30-8:30pm.
- JC Parks hosting the movie "Grease" on the Capitol Lawn at 8:30pm.
- Show off your old car on the Media Lot (between the Capitol and the Supreme Court Building) before the movie. Bring your car and your lawn chair.
- Stay for the movie or head home before dark.

G. Argyle Knights of Columbus Car Show.

- Argyle, Missouri.
- Saturday, August 5 at 11am.

H. August MMOCC Meeting – The Wes Scott SWAP!

- The Wes Scott Swap!
- Thursday, August 24.
- Wes and Betty Scott's – 7311 Old Bass Road / Eugene. 573-694-9221.
- Swapping starts at early at 4pm with meal at 5:30pm. Meeting at 6pm.
- Bring a chair, items to sell, and money to make purchases.

I. Ozark Ham and Turkey Festival.

- Moniteau County Fairgrounds near downtown California, Missouri.
- Saturday, September 16. Registration 9:30-11. Judging 11-2. Awards at 3.
- “Cars and More” Show (Cars, Tractors, etc.) at the Fairgrounds and small-town Parade (optional).

J. All Ford Powered Car Show.

- Sunday, September 17. Registration 9am to noon. Judging noon to 1pm.
- Capital Mall / JCMO.

K. 2023 – Audrain County Historical Society “Walk Back in Time”.

- September 22-23, 2023.
- Historical Event featuring pre-war cars (requesting 1940 or earlier).
- 501 South Muldrow / Mexico, Missouri 65265 / 573-581-3910 – Paul Baum at walkbackachs@gmail.com and <https://www.audrain.org/events>
- More details and times to follow.

L. September MMOCC Meeting.

- Thursday, September 28, 2023 at 6pm.
- HyVee Community Room – Upstairs. Get your food as early as 5pm and dine together.
- Topic: Car Show.

M. MMOCC Old Car Round Up and Show.

- 54th annual.
- Saturday, September 30.
- In conjunction with JC Oktoberfest.

N. No November or December MMOCC Meeting.

O. MMOCC Holiday Party.

- Thursday, December 14, 2023 at 6pm.
- American Legion off Tanner Bridge.
- Meal provided by the Club.
- Bring a rob-your-neighbor gift for your gender.

FUTURE AND UNSCHEDULED EVENTS

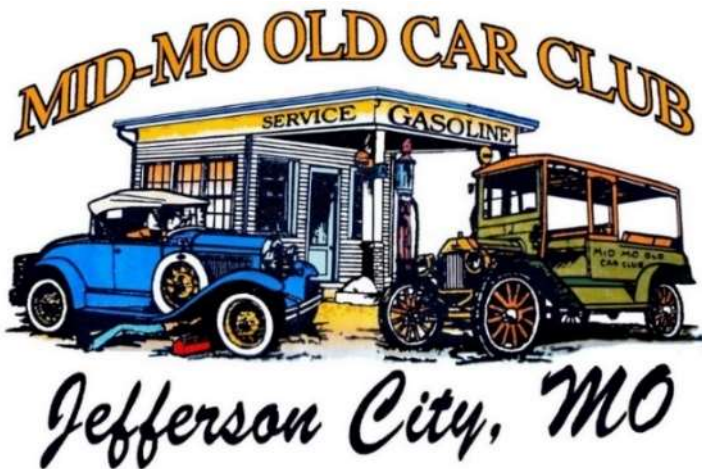
P. Old School Drive In Theater.

- Date to be determined.
- Newly opened Drive in Theater in Moniteau County.
- 34263 State Highway T near Hwy 87 south of Burghers.
- <https://www.facebook.com/Oldschooldrivein>

Q. Jefferson City Fire Museum Tour.

- Date to be determined.
- Fire Museum Tour at 305 East Miller / JCMO and then to Daisy Delight 2715 East McCarty / JCMO.
- Coordinated by MMOCC Member Lyle Rosburg (573-291-7159).

R. Your idea, here. Speak up and plan something!



Officers:

President Tim Petty
Vice President Dennis Smith
Secretary Lyle Rosburg
Newsletter Editor / Creator – NEEDED.
Treasurer Larry Rhea
Historian Ron Bandelier
Car Show Chairs Tom and Karen Winters
Immediate Past President Lyle Rosburg

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