

1

June 6, 1933:

- The first ever Drive In Theater opened in Camden, New Jersey.**
- The “Park In Theater”.**
- Brainchild of Richard Hollingshead, a movie fan and a sales manager at his father’s company, Whiz Auto Products.**

<https://www.history.com/this-day-in-history/first-drive-in-movie-theater-opens>

2

The father, Richard “Whiz Hollingshead” made all sorts of waxes and fluids for cars, as well as other products. The company was sort of the S.C. Johnson of the East Coast. WHIZ products are still carried by MALPRO Products, Inc.



<https://www.brandandusa.com/2009/07/15/need-some-hollingshead-wax-for-that-bolds-culass/>
<https://www.malco.pro.com/whiz-product-list.aspx>

3

- **Reportedly inspired by his mother’s struggle to sit comfortably in traditional movie theater seats, Hollingshead came up with the idea of an open-air theater where patrons watched movies in the comfort of their own automobiles.**
- **He then experimented in the driveway of his own house with different projection and sound techniques.**

4

- Mounted a 1928 Kodak projector on the hood of his car, pinned a screen to some trees, and placed a radio behind the screen for sound.
- Advertising it as entertainment for the whole family, Hollingshead charged 25 cents per car and 25 cents per person, with no group paying more than one dollar.

5

- The idea caught on, and after Hollingshead's patent was overturned in 1949, drive-in theaters were allowed to, freely, pop up all over the country.
- The popularity of the drive-in soared and reached its heyday in the late 1950s to mid-60s, with some 5,000 theaters across the country.

6



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8



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10



Lyle, about age 3.

11



12

66 Park-In
(on Route 66)
9438 Watson Road
Crestwood, Missouri

13



Opened 1947, last owned by
Wehrenberg Theaters.
Closed in 1993.
Torn down in 1994.

14



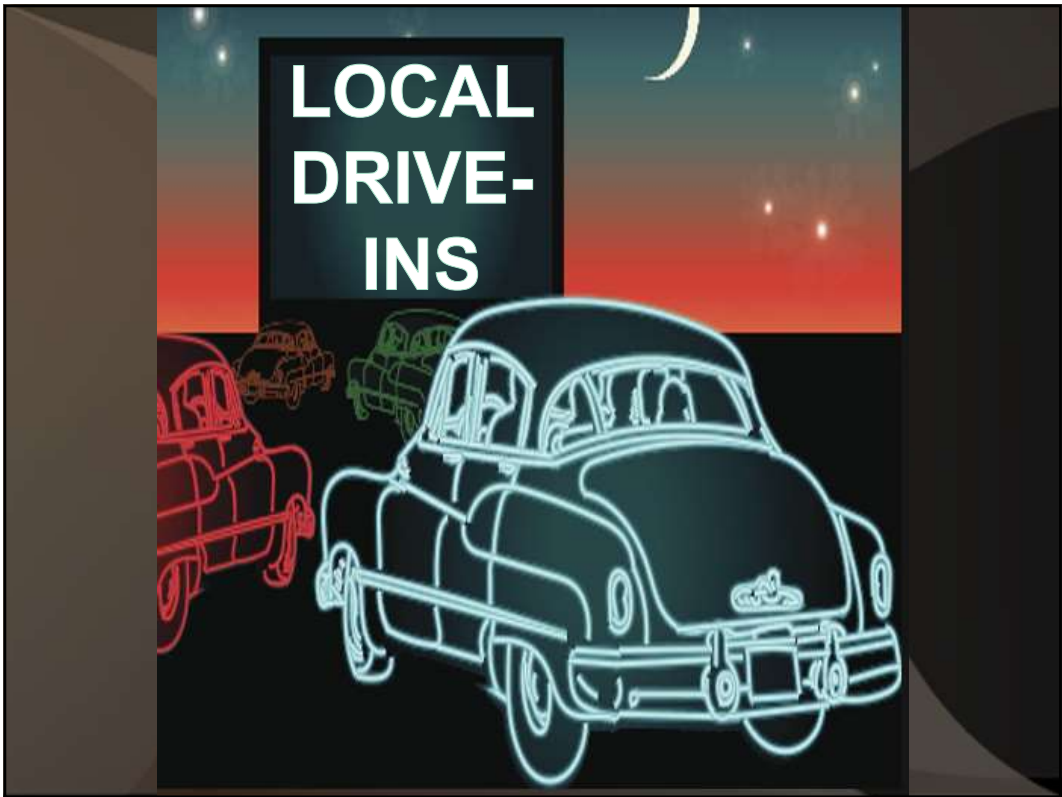
15



16



17



18

Jefferson City Drive In Theaters:

1. Twin 50 Drive-In Theatre
2. Bridge Drive-In Theater

19



Ron Bandelier - St. Martins, Missouri. Member of the Mid Mo Old Car Club.

20

Twin 50 Drive-In Theatre

2117 Missouri Blvd / 727 Heisinger Road
Jefferson City, Missouri 65109

Also known as: 50 HIWA (1949)
HIWA 50
50 Twin Drive-In (1976)

(Behind Alexandro's Restaurant)

<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

21



Donnie Ray Daniels via <https://www.facebook.com/groups/24589562097953/>

22



23

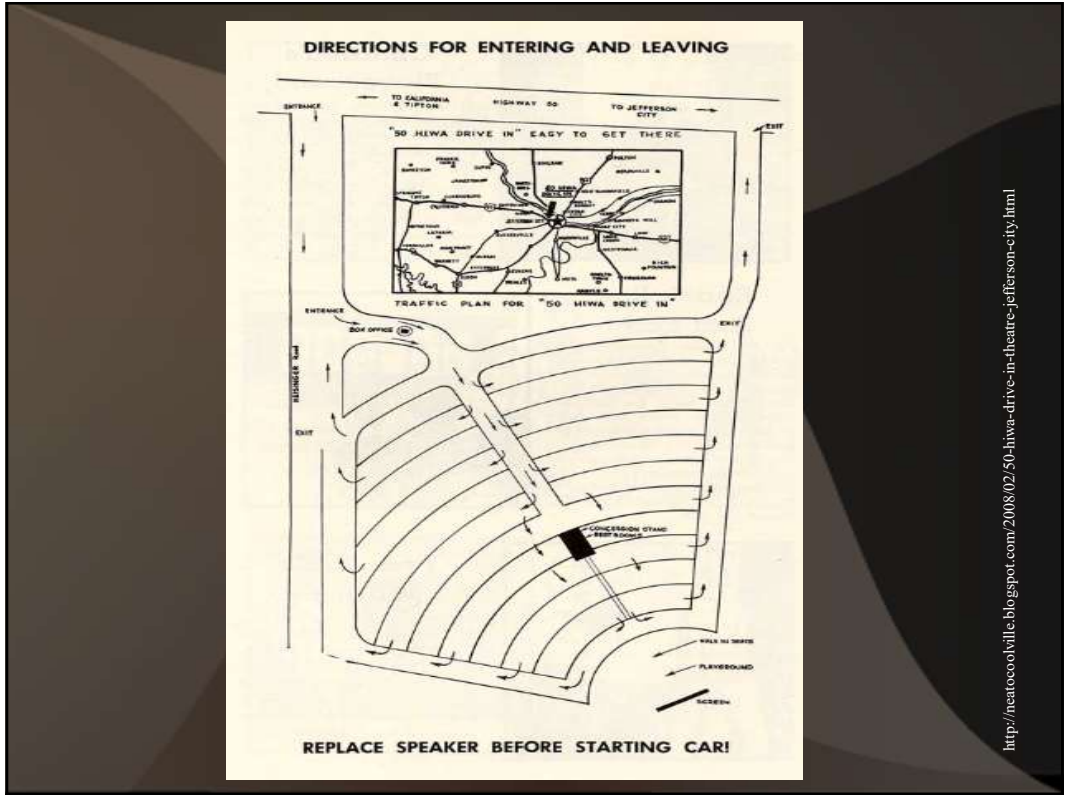
The Drive-In opened as a single screen in May of 1949, originally called the “50 Hiwa Drive-In” with a 400 car capacity.

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.

<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

24



25

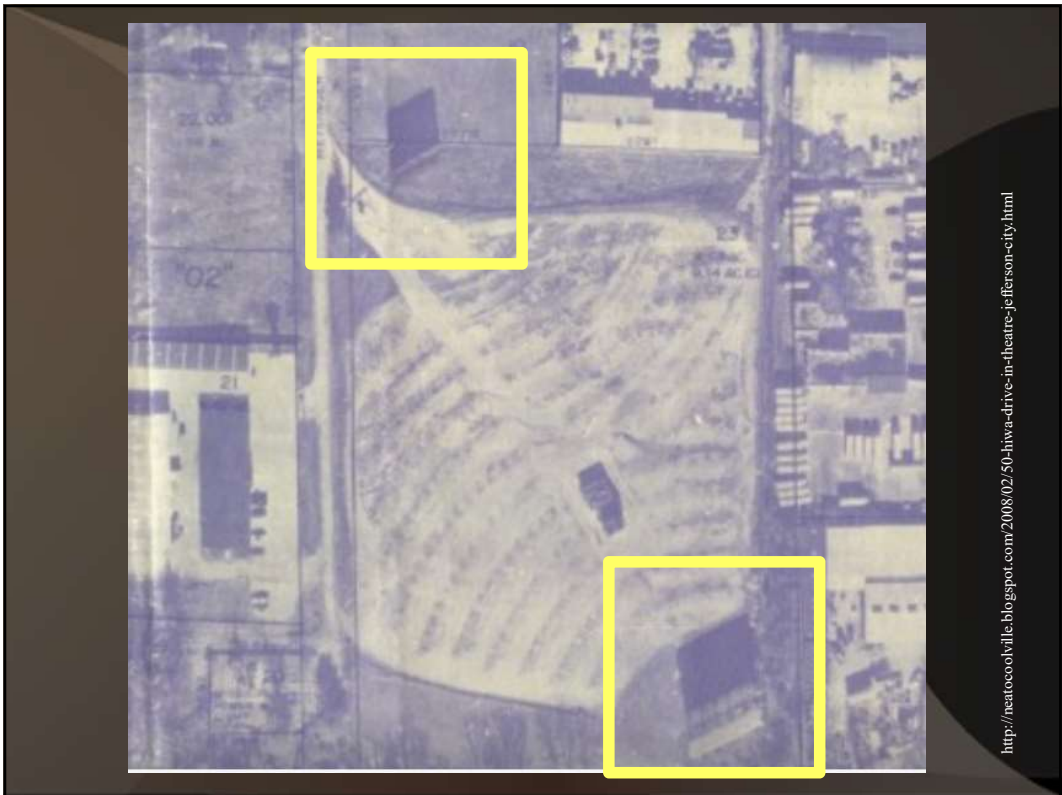


26



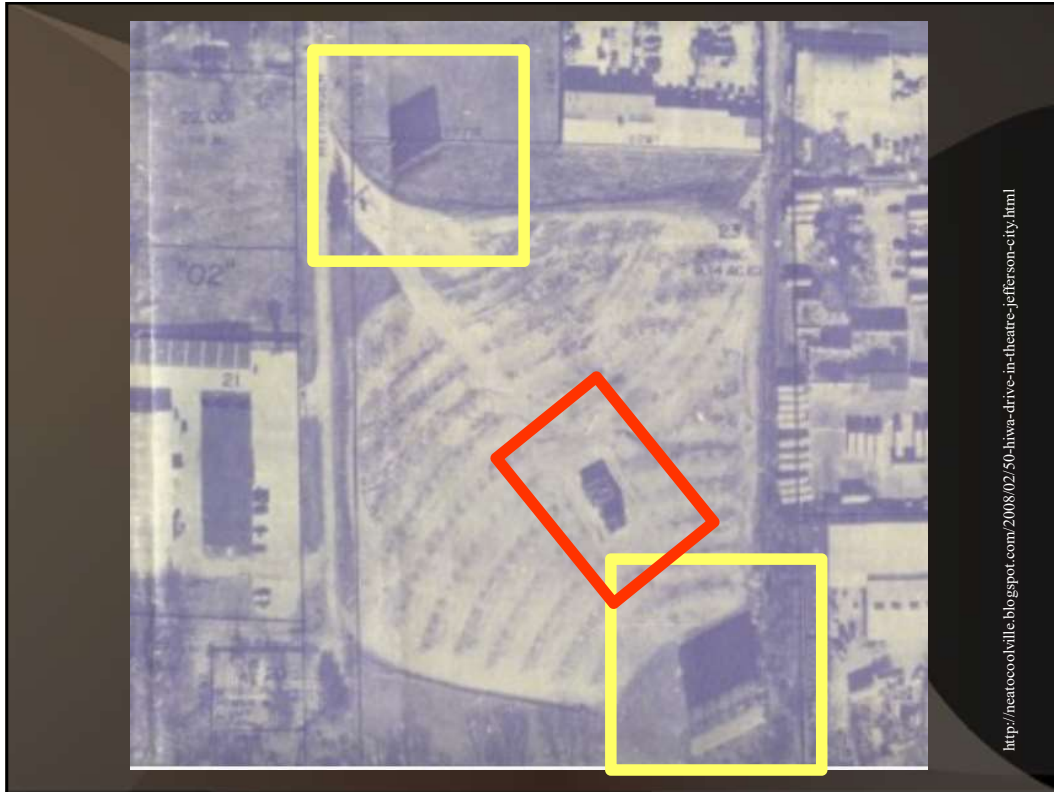
<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

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<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

28



29

Before the HIWA 50 Drive In, the location was “outside the city limits” and was Whiteway Park.

Whiteway derived from an early term meaning “lighted streets”.

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

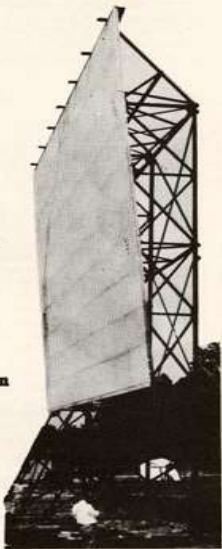
<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

30

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.

<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

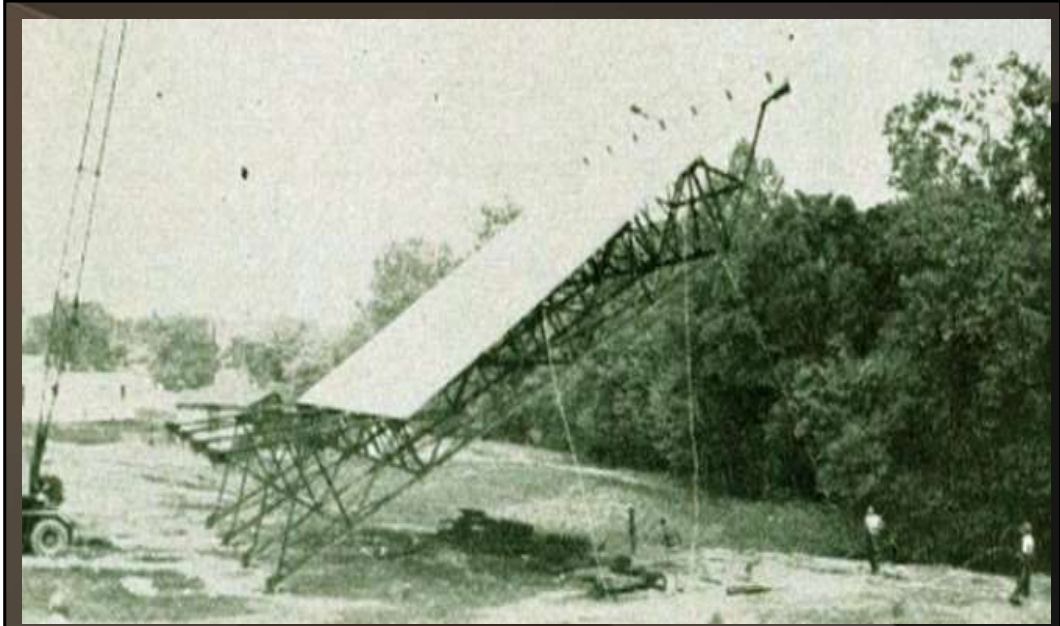
31



50 HIWA Drive In - Screen Construction 1949

<http://cinematreaures.org/theaters/9769/photos>

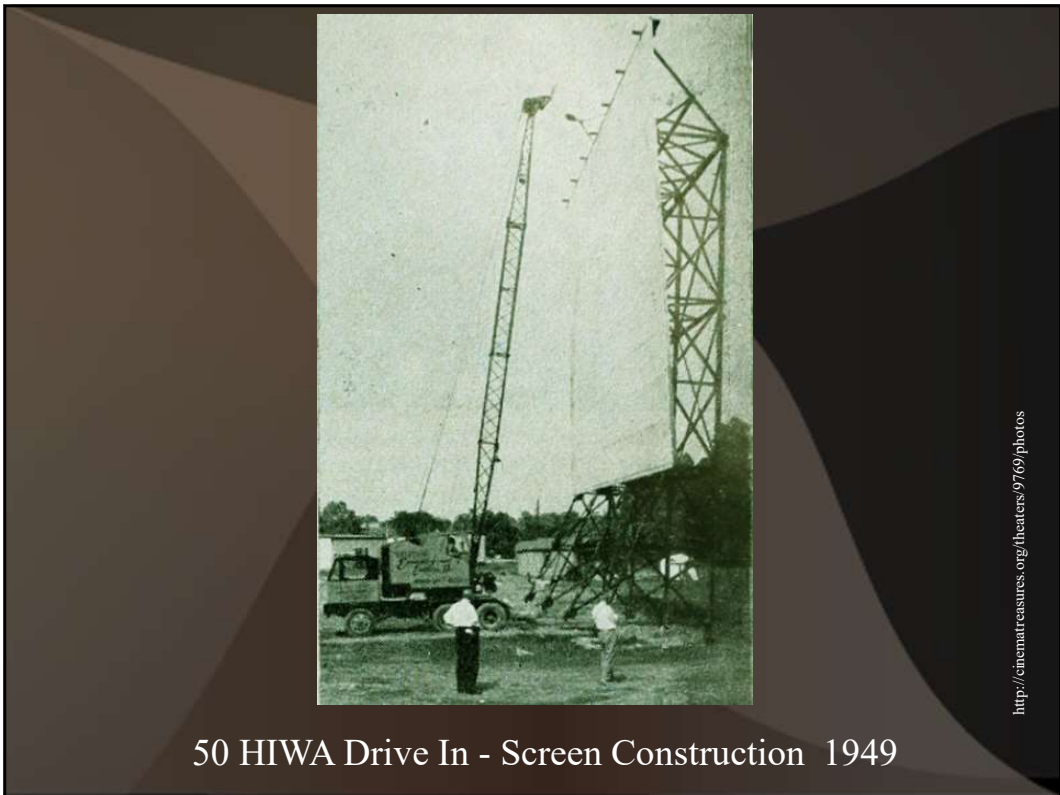
32



50 HIWA Drive In - Screen Construction 1949

<http://cinematreaures.org/theaters/9769/photos>

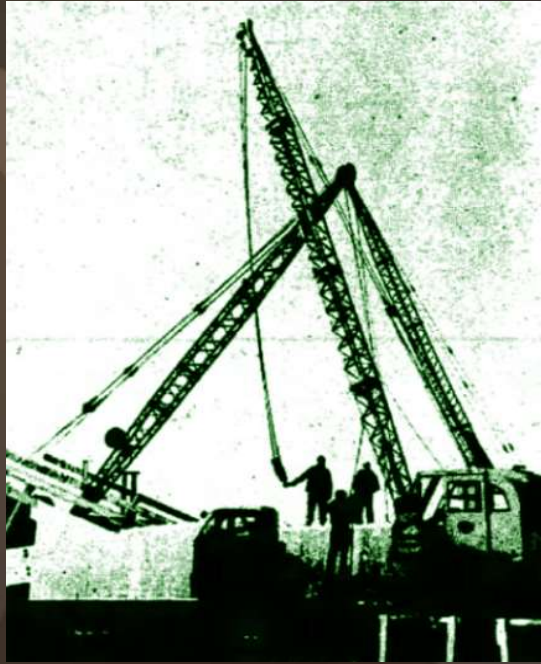
33



50 HIWA Drive In - Screen Construction 1949

<http://cinematreaures.org/theaters/9769/photos>

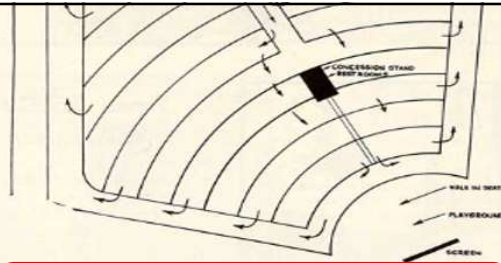
34



50 HIWA Drive In - Tower Construction 1949

<http://cinematreaures.org/heaters/9769/photos>

35



REPLACE SPEAKER BEFORE STARTING CAR!

Speakers courtesy of Donald and Becky Weber, Lohman, Missouri.



36

MOVIES UNDER THE STARS IN YOUR CAR

50 HIWA
Phone 2747

DRIVE-IN THEATRE

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

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
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<http://cinematreaasures.org/theaters/9769/photos>

The logo used by the 50 HIWA Drive-In Theatre in its early advertisements. The independent tagline was a knock at the dominant competitor, Durwood, which owned the rival Skylark Drive-In, along with the four-wall Capitol and State theaters.

37

ENTERTAINMENT UNDER THE STARS
IN YOUR CAR

50 Hiwa Drive-in Theatre

WEST 50 HIWA—JEFFERSON CITY, MO.
Come as you are. don't dress up—unobstructed View—
Giant Screen—Individual In Car Speakers
TWO SHOWS EVERY EVENING 8:00—10:00 P. M.
Admission 50c—Children Under 12 FREE

THURSDAY—FRIDAY, JUNE 9-10
TRAIL STREET---Randolph Scott

SATURDAY, JUNE 11
TARZAN AND THE MERMAIDS

SUNDAY—MONDAY, JUNE 11-12
**Walt Disney's FUN & FANCY FREE
IN COLOR**

A COLOR CARTOON EVERY NIGHT
This ad will admit one person Fri. 6-9 e—Mon. 6-12 Free
upon payment of 10c Service Charge & Tax.

<http://cinematreaasures.org/theaters/9769/photos>

38



Why a Drive-In Theatre?

America living, working and playing on wheels created a demand for a place of Amusement where the family could go as a group in one automobile with no parking worries and remain in the car and thus be Entertained. Hence the reason for the 50 Hiwa Drive-In Theatre and its predecessors throughout the nation.

Don't Dress Up!

COME AS YOU ARE! ..
NO ONE SEES YOU!! ..

SOLID COMFORT

Wear what you like—
slacks, shorts, overalls,
pajamas, sarong if you
wish!



<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

41



Costs Less Than a Sitter!

You can take the kiddies with you when you visit the 50 Hiwa Drive-In for less than it costs to hire a sitter to stay at home with them. And the nice thing about it is you don't have to worry about their safety or conduct because they are right beside you on the seat of your car. In fact, they are under your supervision better than at home.



Children's Playground

At the 50 Hiwa Drive-In you will find a completely equipped Children's Playground in the area immediately in front of the giant screen. There tiny tots can romp at will while their parents enjoy the show from special seats at the rear of the area which have been provided for them.

<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

42

Snack Bar And Patio!

For the pause that refreshes, cokes, pop corn, candy, ice cream and other confections are available in the centrally located Snack Bar at the 50 Hiwa Drive-In. You won't miss any of the show while making your purchases at the Snack Bar. We invite you to use tables and chairs provided for you. Dancing nightly in front of projection booth before show. No charge for this.



Free Bottle Warmer!

Mothers won't have to skip baby's feeding when they visit the 50 Hiwa Drive-In. Just bring along a bottle of baby's formula and have it warmed in our scientific and sanitary bottle warmer, free of charge, which is available at all times in the Snack Bar.



<http://neatocoolville.blogspot.com/2008/02/50-hiwa-drive-in-theatre-jefferson-city.html>

43



50 HIWA Drive In – Projection Booth Foundation (in 2002)

Darren Snow Collection via <https://www.cinematoour.com/picview.php?db=us&id=82405>

44



Google earth

45



<http://neatocoolville.blogspot.com/2008/02/50-hwa-drive-in-theatre-jeferson-city.html>

46



47



Donnie Ray Daniels via <https://www.facebook.com/groups/24589562097953/>

48



Missouri State Archives, MS 192 Gerald Massie Photograph Collection

49



Dommie Ray Daniels via <https://www.facebook.com/groups/24589562097953/> About 1987.

50

Bridge Drive-In Theatre

Skylark Drive-In Theater (1949–1955)
 New Bridge Drive-In Theater (1956)
 Bridge Drive-In Theatre (1957-1982)

U.S. 54 and U.S. 63
 Jefferson City, Missouri 65101
(Cedar City Commuter Lot)

51

- | | |
|-------------------|---|
| 09/22/1949 | Grand opening as Skylark Drive-In. |
| 1956 | Renamed New Bridge Drive-In. |
| 1957 | Name shortened to Bridge Drive-In. |
| 1982 | Final year of operation. |

<https://drive-ins.com/theater/motbrid/bridge-drive-in-theater-jefferson-city-mo#.WndRBEFxpj0>

52



53



54



Speakers courtesy of Donald and Becky Weber, Lohman, Missouri.

55

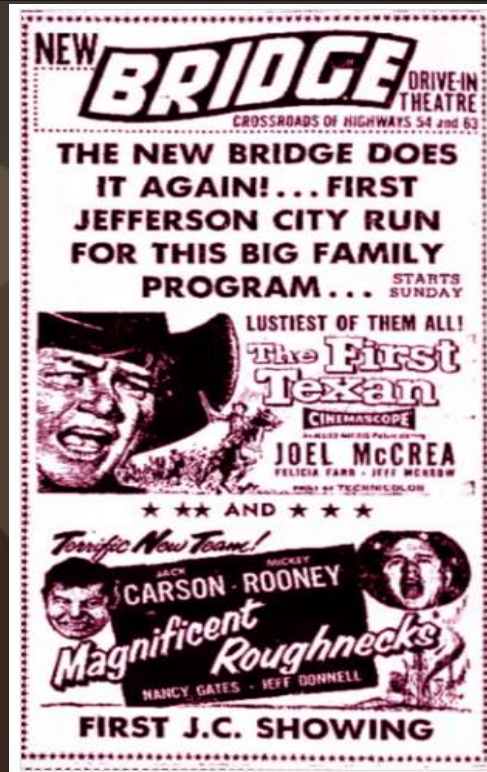
September 22, 1949 and the Skylark Drive-In Theatre launched by Durwood Theatres.

Already armed with the four-wall Capitol and State Theatres, the Durwood folks would try to undercut the four-month old upstart, the HIWA 50 Drive-In in Jeff City.

<http://cinematreaasures.org/theaters/34456/photos>

56

With a new bridge being constructed late in the 1955 drive in season, the Skylark decided to rename the operation for the new structure that it was so close.



57



Jefferson City got a new Missouri River bridge. For the Skylark, toward the end of its 1955 season, that was good news.

For the 1956 season, the name would be changed to the "New Bridge Drive-In." In 1957, the theatre would simply be the "Bridge Drive-In".

58

FIRST JEFF CITY SHOWING NOW PLAYING

2 BIG NEW BREATH-TAKING THRILLERS!

His Beast-blood demanded he **KILL... KILL... KILL!**



The CURSE OF THE WEREWOLF
in Eastman COLOR

WAS IT SUPERNATURAL FORCE or PSYCHOTIC COMPULSION THAT MADE THEM WANT TO KILL?



THE SHADOW OF THE CAT
THE MOST SHOCKING SUSPENSE THRILLER OF THE YEAR!

PLUS
EXCITING AS "LONG HOT SUMMER"
"DESIRE IN THE DUST"
With Raymond Burr—Martha Hyer

SUNDAY ONLY ...
Giant Fireworks Display
THE BEST EVER —

OPEN 7:10  START 8:10

BRIDGE
JEFFERSON CITY

Starts Tonight!

IF YOU'VE EVER WISHED YOU COULD GET AWAY FROM ANYTHING YOU WANT... **ACT UP!**



THE HOUSE BY THE LAKE
BRENDA JACQUELINE DONOVAN

PLUS

WHO IS **The Little Girl Who Lives Down The Lane**
EVERYONE WHO KNOWS IS DEAD!

ALSO!

IN 1946 THIS MAN KILLED FIVE PEOPLE TODAY HE STILL TURNS THE STREETS OF TEXARKANA, ARKANSAS!



THE TOWN THAT DREADED SUNDOWN
A TRUE STORY WITH BEN JONISON
An American Western
Produced by American International Pictures

Open 6:45
Show 7:00

Bruce Lacoste via <https://drive-ins.com/gallery/motbrid/bridge-drive-in-theater-jefferson-city-mo>

59

OPEN AT 7 P. M.  SHOW STARTS 7:45 P. M.

Tonight and Sat. THE NIGHT OWL SPECIAL

6 Full Hrs. of Fun ..
4 FEATURES
Cartoon and News

HIT NO. 1

HE WAS KEPT OUT OF HIGH SCHOOL BECAUSE HE WAS TOO SMART!



T-BIRD GANG

HIT NO. 2

THE MOST SENSATIONAL MONSTER STORY EVER MADE!



THE WARRIOR and the Slave Girl

HIT NO. 3

THE MOST SENSATIONAL MONSTER STORY EVER MADE!



THE DEADLY MANTIS
Peter Gunn

HIT NO. 4

THE BOY WHO SHOULD BE DOING THIS NOW!



HIGH SCHOOL BIG SHOT

—PLUS—
Cartoon and World Latest News

Come Early. Stay Late—One Ticket Takes You All the Way • Dial 5-2813 for Show Times

Jefferson City, MO June 13, 1960

<http://cinematreasures.org/theaters/34456/photos>

60

Columbia Drive-In Theaters:

1. Broadway Drive-In
2. Sky-Hi Drive-In
3. Parkade Drive-In

61

Sky-Hi Drive-In
3110 Highway 43 (old)
Columbia, Missouri

62

The Sky-Hi Drive-In was located at 3110 (old) Highway 63. With a capacity of 700 cars and a playground in front of the 105'x 50' screen, the fare ranged from westerns to horror to science fiction.

Opened in 1965 and closed in 1985 it was demolished around 1990. It featured an enormous air conditioned snack bar.



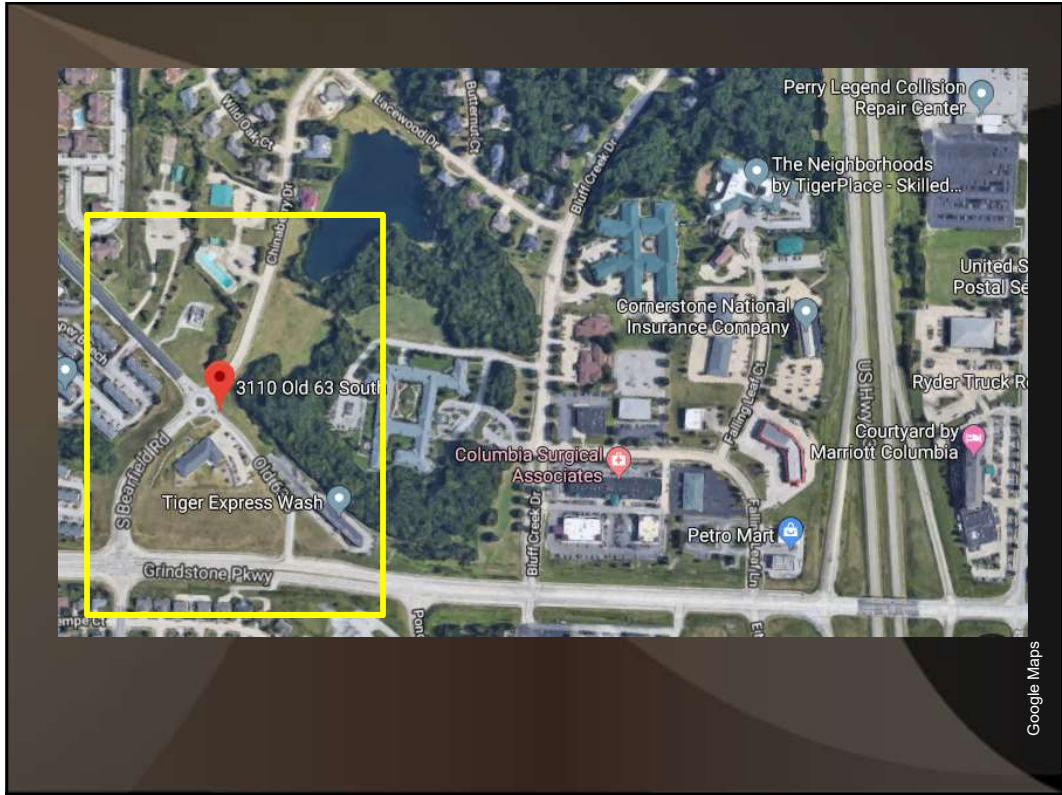
<http://cinematreasures.org/theaters/21045>. Photo by Ron Bandelier of St. Martins, Missouri.

63



Google Maps

64



65

Broadway Drive-In
Broadway / Clinkscles
/ West Ash
Columbia, Missouri

66

Operating by 1950, the Broadway Drive-In was a small drive-in theatre located on the west side of Columbia, MO.

The screen faced the south-east towards Broadway and the rear of the screen rested at an angle along West Ash Street, which was then a gravel road.

There was outdoor seating located in front of the projection booth, which proved to be a distraction sometimes to viewers in their cars, as some of those in the outdoor seats would raise their hands and make shadow puppets on the screen in the projection beam.

This would cause a cacaphony of car horns to sound until the hand(s) were removed.

<http://cinematreasures.org/theaters/12184>

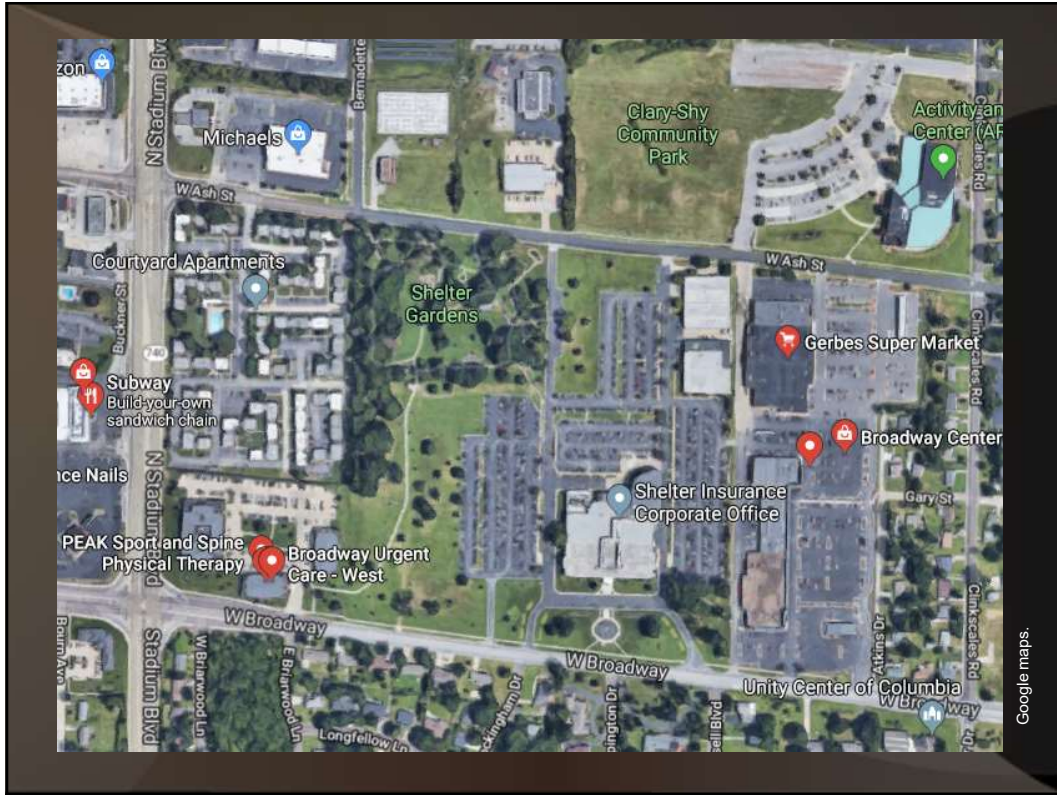
67

The Broadway Drive-In was eventually surrounded by housing developments, as the city grew westward. This led to only G and PG films being shown there because children in the neighboring houses could easily see the screen.

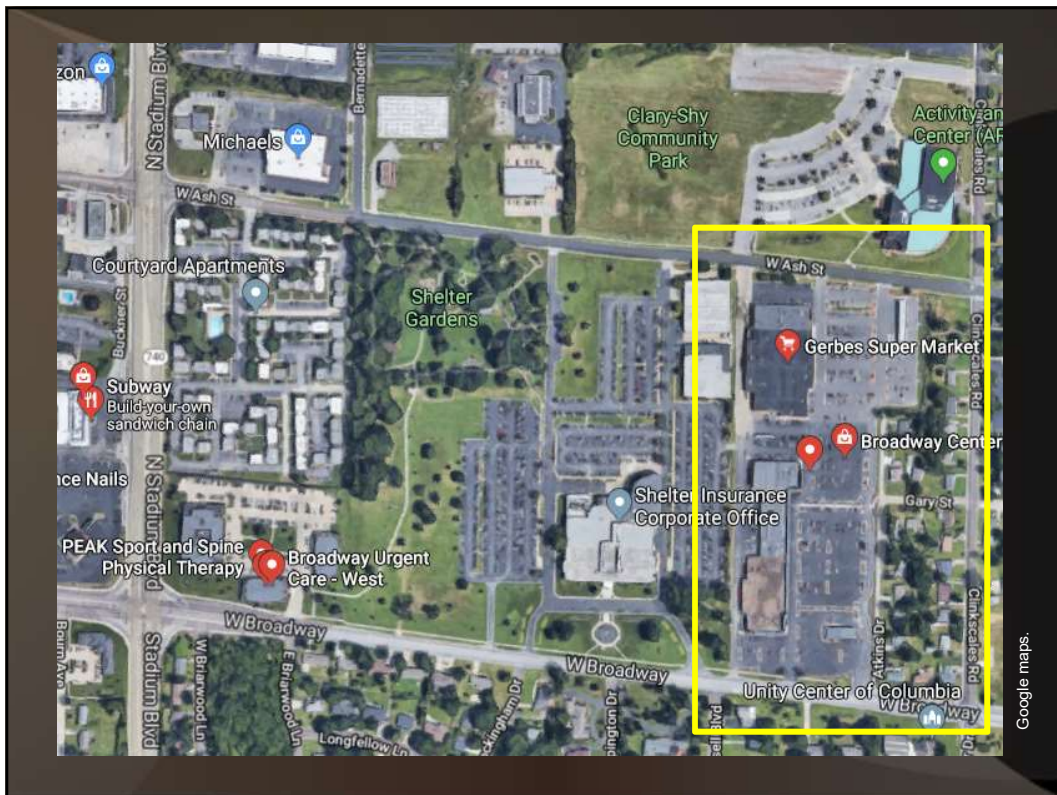
The Broadway Drive-In closed in 1973 and was immediately torn down. The area is now the parking lot for Gerbes Supermarket.

<http://cinematreasures.org/theaters/12184>

68



69



70

BROADWAY DRIVE-IN

HEALTHY FRESH AIR & FUN FOR ALL

ENTERTAINING RECREATIONS

WEST ON BOWY. AT CLINKSCALES ★ PHONE 9283

FOR THE BEST IN FAMILY ENTERTAINMENT
 . . . The Drive-In Theatre's the place to go

EVERYBODY'S GOING TO A DRIVE-IN
 —MOVIE TONIGHT—

- No baby sitters needed!
- At least one color cartoon on each program!
- Smoke as you wish, dress as you like!
- Children under 12 admitted free!
- Giant Screen, Free playgrounds, Monkeys, pony rides,

FUN FOR ALL!!!

IT'S NEW—IT'S DIFFERENT—IT'S TERRIFIC

ADULTS—60c ● 2 SHOWS NITELY

<http://cinematreaasures.org/theaters/12184>

71

Parkade Drive-In
 601 W Business Loop 70
 1405 Parkade Blvd
 Columbia, Missouri

72

Opened in 1953 and was located along Highway 40 (now Business Loop 70). Closed 1960.

Now the Parkade Plaza.

Owned by Mr. and Mrs. Herbert Jeans.

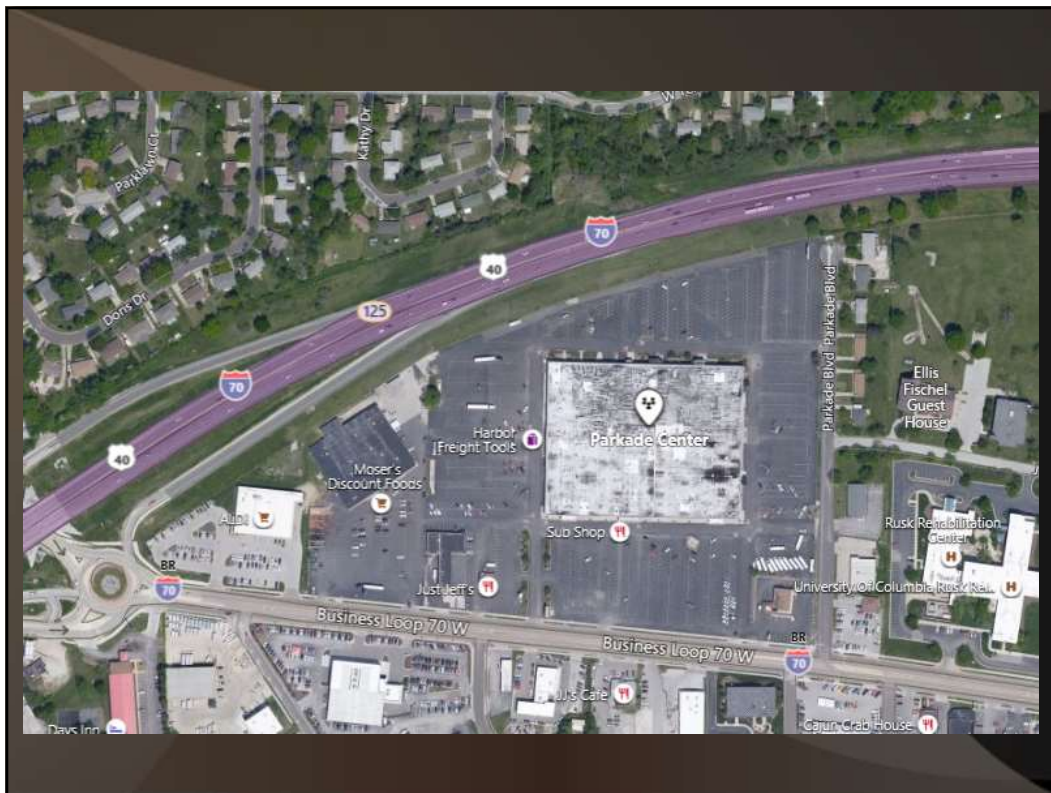
400-410 cars.

Included a two story projection / concession booth with an apartment for Mr. and Mrs. Jeans and their two daughters.



<http://cinematreasures.org/theaters/38926> <https://www.cinemator.com/tour/us/11011.html>

73



74

Mexico Drive-In Theater:

Little Dixie Airway Drive In
5350 East Liberty Street
(Highway 54)
Mexico, Missouri

75

The car capacity was 500.

Opened August 31, 1950.

Owned by Frisina Mexico Theaters, Ltd.

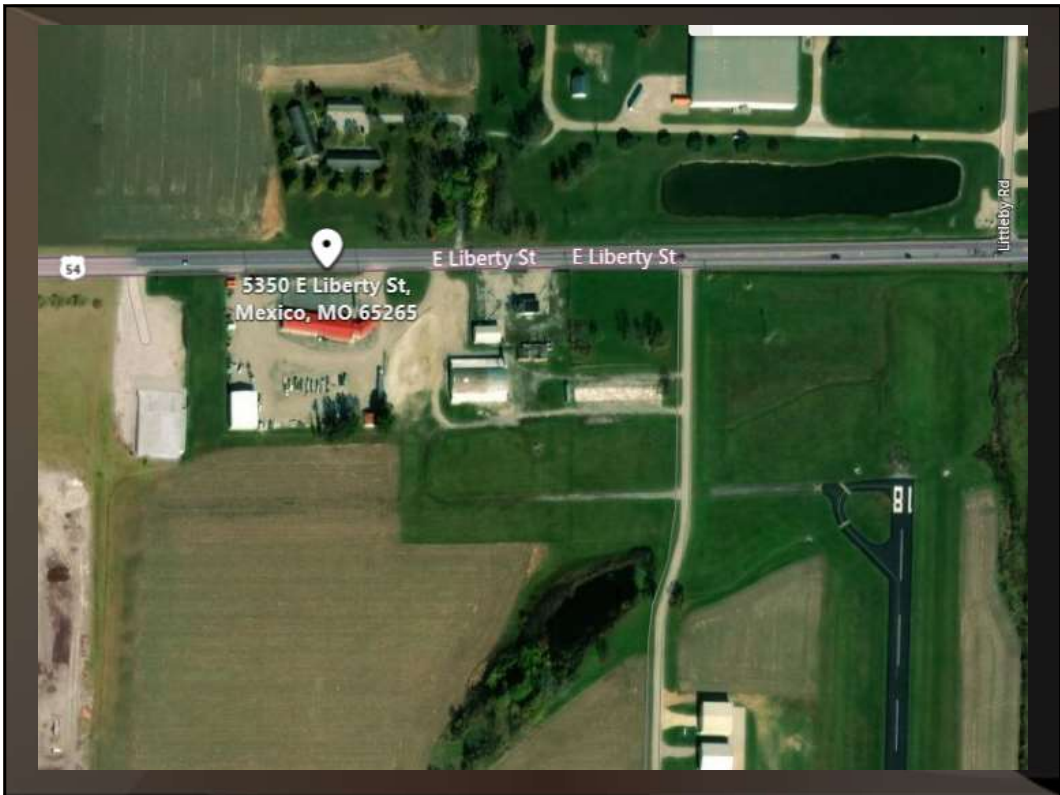
Screen was 52'x42' with the tower made of pine timbers, sheeted with asbestos.

Just west of the Mexico Airport.

76



77



78

LITTLE DIXIE AIRWAY DRIVE-IN THEATER
3 MILES EAST ON HIGHWAY 54
PLAYGROUND-GRASSY DANCIING

Mexico, Missouri
WELCOMES YOU TO THE
GRAND OPENING
Thursday, August 31, 1950

CHILDREN UNDER 12 ADMITTED FREE IN CARS
Bring Them Out Early and Let Them Enjoy Themselves in the Well-Equipped Playground. Music Provided for Free Dancing On Our Patio Located in Front of the Snack Bar, Where Delicious Food and Soft Drinks are Served.

— SHOWING OPENING NIGHT ONLY —

IN BEAUTIFUL COLOR

with **BILL GOODWIN** and **IRENE HERVEY**

— AND COMING —

Fri.-Sat. Sept. 1 & 2 "NORTHWEST STAMPEDE" with James Craig Comedy "Heavenly Daze" Cartoon "Professor Tom"	Midnight Show Saturday, Sept. 2 Boris Karloff in "THE MAN WITH NINE LIVES"	Sun.-Mon. Sept. 3 & 4 Abbott - Costello "THE NOOSE HANGS HIGH" and "Circus Show"
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79

Fulton Drive-In Theater:

King Cal Drive In
2611 North Bluff Street
Fulton, Missouri

80

06/1950	Opened as the Fulton Drive-In.
Later	Known as the Little Dixie Drive-In.
1966	King Cal Drive-In.
1985	Operated by Wehrenberg Theaters and was closed.

<https://drive-ins.com/theater/mo/bridgdrive-in-theater-jefferson-city-mo#.WnRBFEXjo>

81

The car capacity was 400.

The May 6, 1950 issue of BoxOffice reported, "FULTON, MO. – The 400-car drive-in being constructed by Don Fikes and his nephew Kenny Fikes on Route 54 near here will open early in June, unless weather interferes."

And the June 24, 1950 issue of BoxOffice confirmed that the Fulton "was opened recently."

Now the location of Kingdom Products, Inc.

82



<http://cinematreaasures.org/theaters/46480>

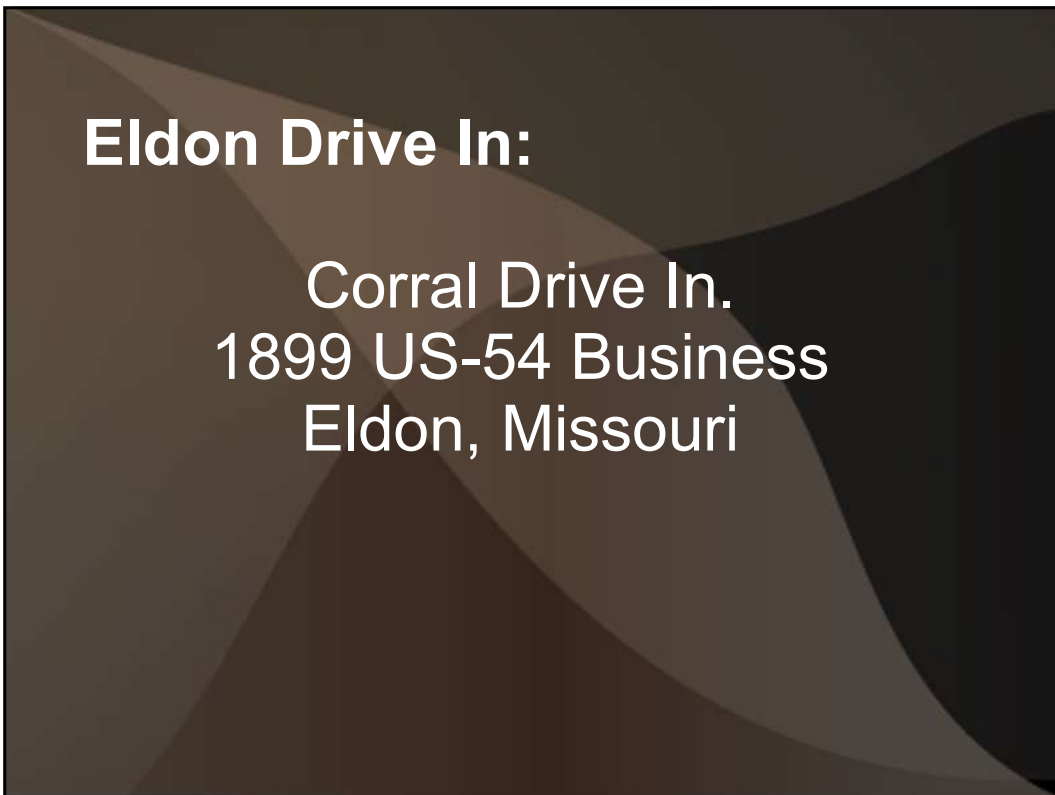
83



84



85



86

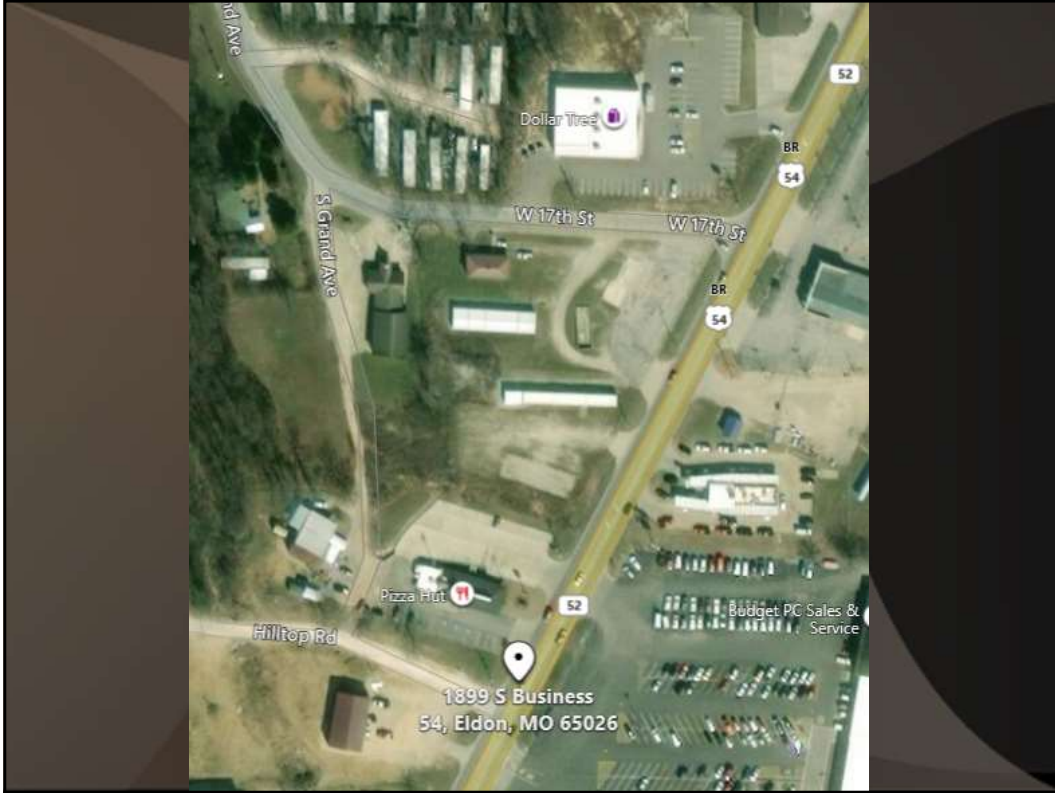
The car capacity was 275.
Eldon Drive In was opened in 1947.
Owned by James Fleener.
Renamed the Corral Drive In around 1953.
Still listed as operating in the late 1970s.



87



88

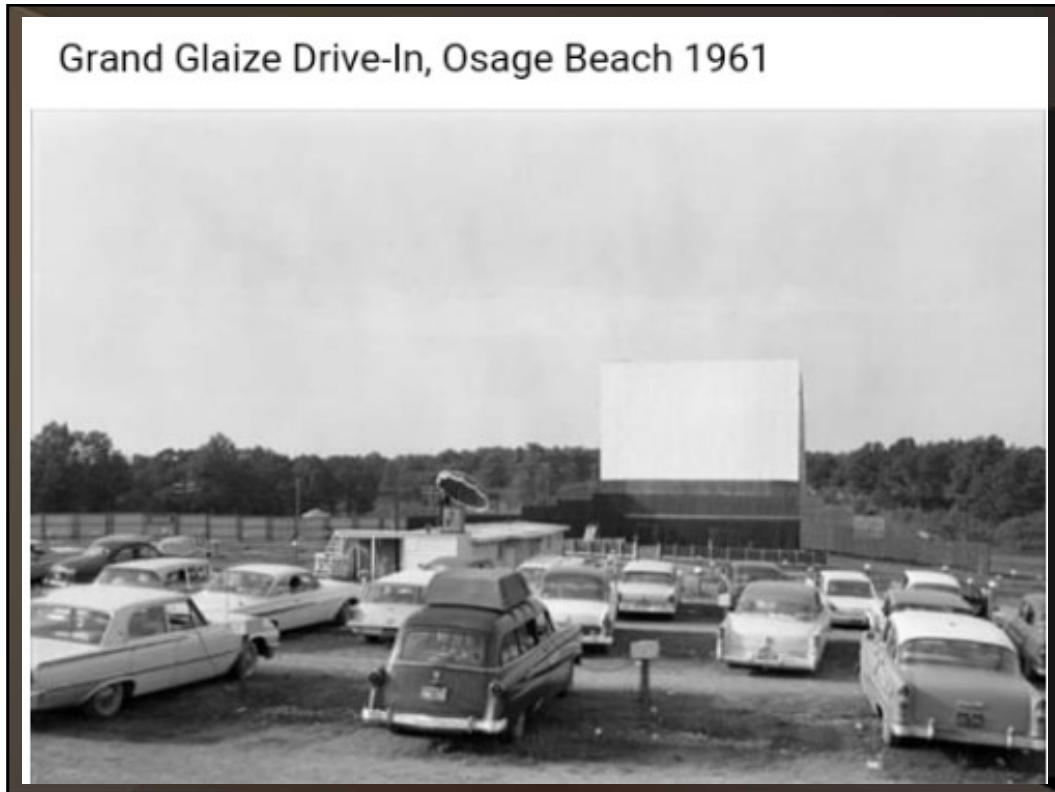


89

Lake Ozark Drive In:

Grand Glaize Drive In.
5785 Osage Beach Parkway
Osage Beach, Missouri

90



91

The car capacity was 328.

The Grand Glaize Drive-In opened on May 14, 1949.

The Grand Glaize was the first drive-in to open in the Lake area, and was owned by Mr. and Mrs. Robert Smith.

The grand opening advertisement was really interesting, as apparently few had ever heard of a drive-in theater in this part of the Ozarks, so there were detailed instructions about how to park and how the speakers worked. There were also "ushers" to help guide you to your parking space.

92

The Grand Glaize Drive-In was located on Highway 54 at Lake Road 22 in Osage Beach "in the heart of the resort area".

The local Lutheran church began holding drive-in church services at the theater. Eventually, the church bought the property, and built Hope Lutheran Chapel on the site of the drive-in.



The Grand Glaize Drive-In Theater owners, Grant Scott and Ray Behrens, were members of the Bethany Lutheran Church in Eldon, Missouri, and sponsored nondenominational Sunday worship services at the theater beginning in 1958. Guest ministers hosted services. The theater was in business until the early 1970s. (Courtesy of the Missouri State Archives.)

93

ENJOY A GOOD MOVIE

GLAIZE

DRIVE-IN THEATRE

UNDER A COOL OZARK SKY

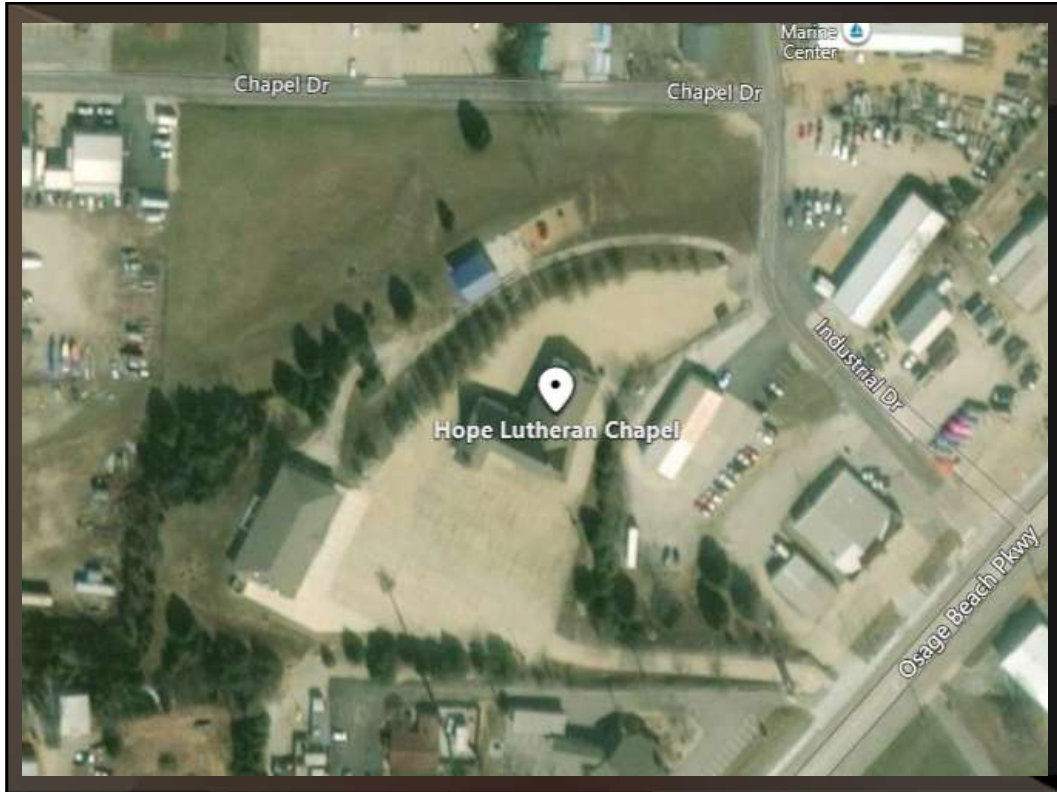
Admission 75c
Children under 12 with parents
admitted free

**PLAYGROUND for children
and a complete SNACK-BAR**

HIWAY 54—2 Miles West
of Grand Glaize Bridge
at the Radio Tower

Located adjacent to the KRMS radio tower.

94



95

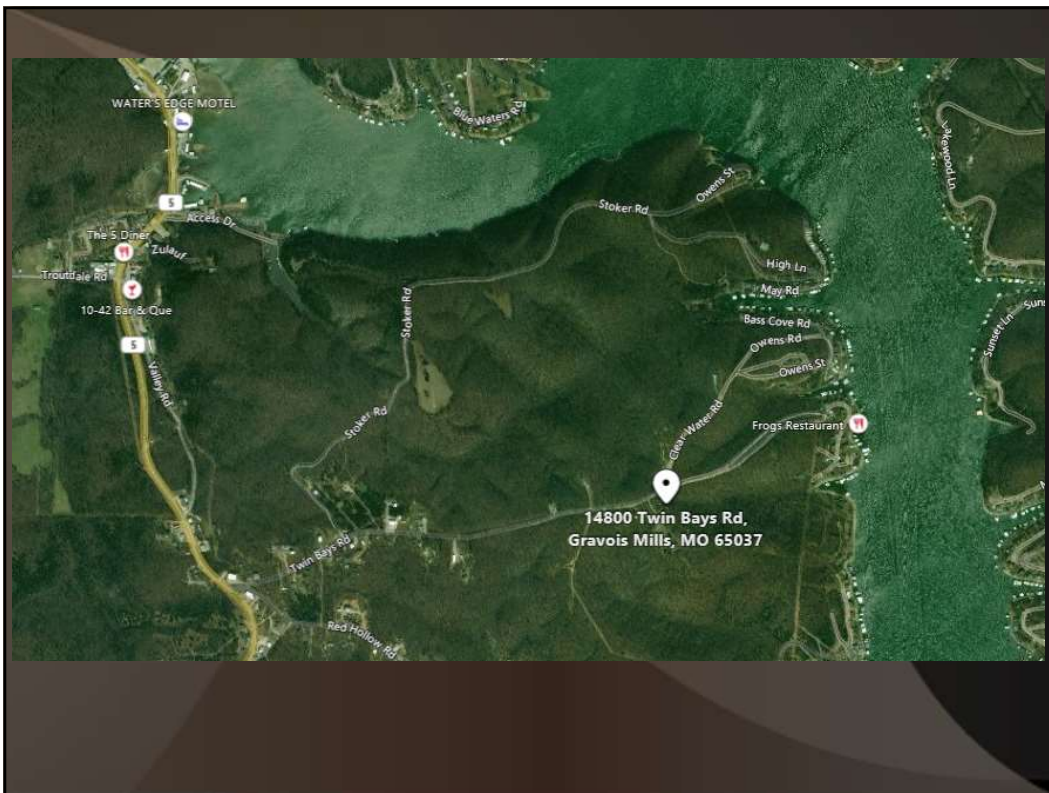
Gravois Mill Drive In:

Gravois Mill Drive-In
14800 Twin Bays Road
Gravois Mills, Missouri

96

The car capacity was 150.
Opened in 1953.
Closed in 1970s.
Owned and operating by Glenn Jones.

97

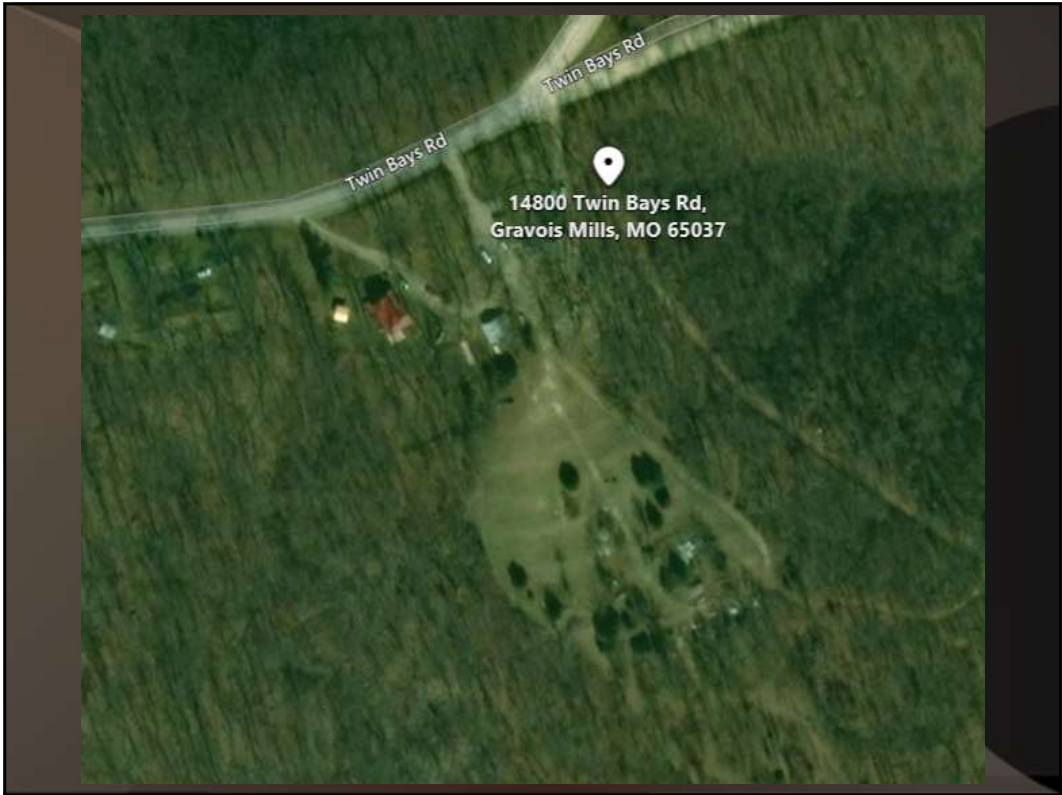


98



1958
aerial

99



100

Camdenton Drive In:

Camdenton's Drive In.
119 Service Road
Camdenton, Missouri

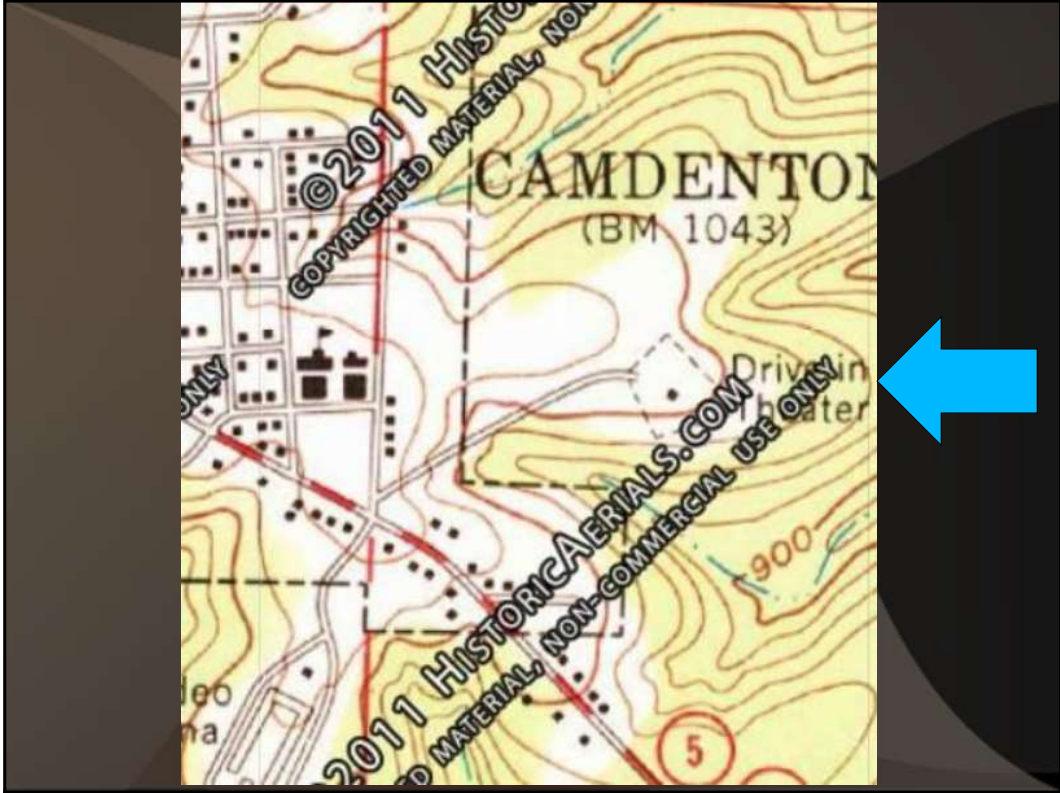
101

The car capacity was 150.

Opened April 7, 1950 as Camdenton's Drive In.
Constructed and owned by E.E. Hopkins of
Lebanon, Missouri.

Was closed during 1954, reopened in 1955, and
was sold to John White (owner of the Lake
Theater), underwent improvements, and
reopened April 30, 1957. Operated as
Camdenton Drive In.

102



103



104

Rolla Drive In:

Rolla DeLuxe Drive In
2540 North Bishop Ave
Rolla, Missouri

105

The car capacity was 500.
Opened on October 17, 1950.
Closed in 1987.
Facilities in tact through 1992, but gone in 1995.
Last owned and operating by Commonwealth
Theaters.

Aug. 6, 1949 issue of BoxOffice:

ROLLA, MO. – Rowe Carney, head of the R. E. Carney Theatres and former Mayor of Rolla, plans to spend \$100,000 on the 500-car drive-in which he is constructing on Highway 66.

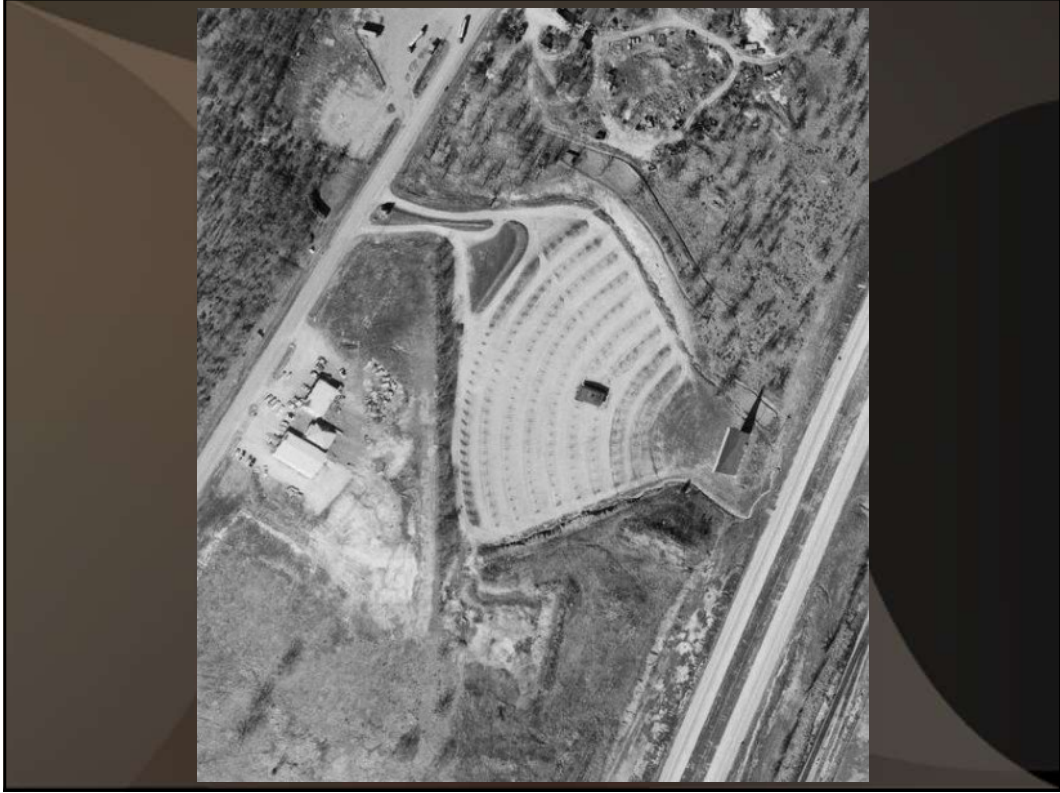
106



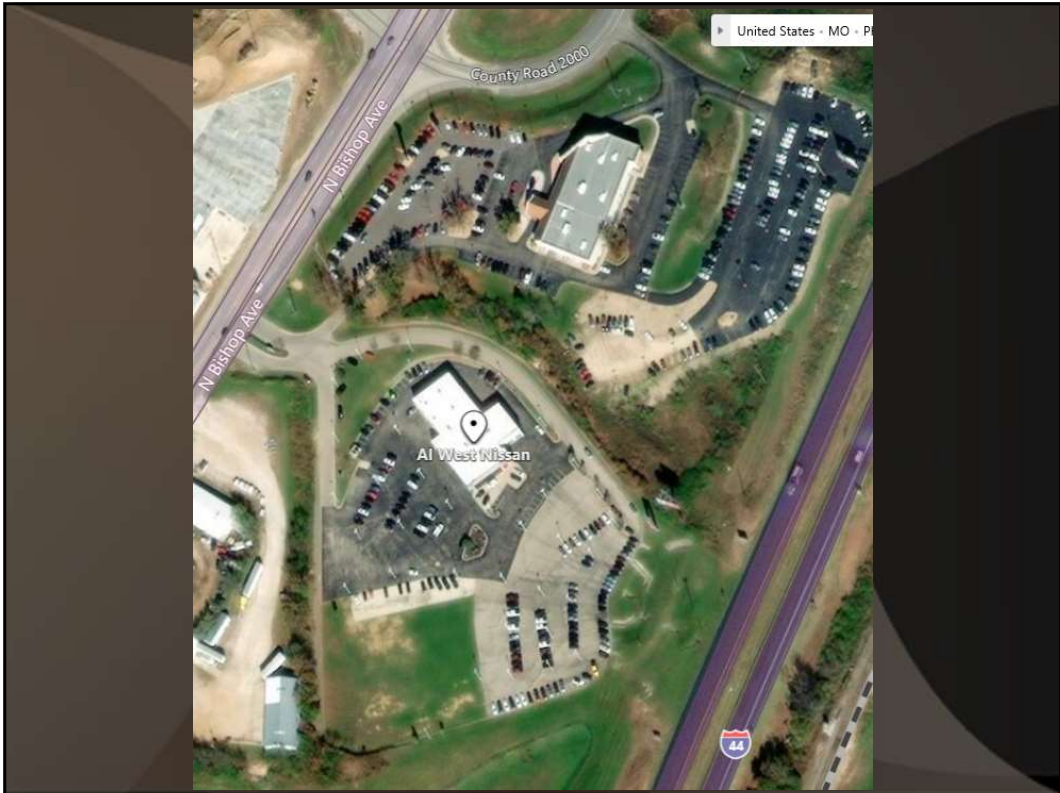
107



108



109



110

Boonville:

Starlite Drive-In
1661 Radio Hill Road
Boonville, Missouri

111

The car capacity was 300.
Opened in 1953.
Closed in the late 1970s.

Across from today's Boonville High School.

112



113

Sedalia:

50 Drive-In
4104 W. Main
Sedalia (Sedville), Missouri

114

The car capacity was 377.
The 50 Drive-In opened in 1949.
Renamed the Sedalia Drive-In in 1976.
Closed in May 12, 1980, after being hit by a
tornado.

Now the site of the current indoor theater (Galaxy
10 Cinema) just north of Highway 50.

115



116

Currently Operating Missouri Drive-In Theatres



117



Rural Missouri Magazine

118

CURRENTLY OPERATING MISSOURI DRIVE INS:

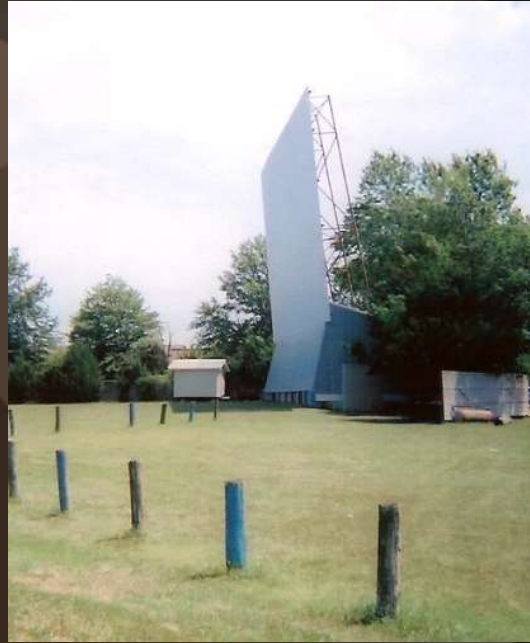
1. B&B Moberly Five and Drive
2. 19 Drive In – Cuba
3. Phoenix Drive In – Houston
4. 21 Drive In – Van Buren
5. Starlight Drive In – Cadet (Potosi)
6. 66 Drive In – Carthage
7. Sunset Drive In – Aurora
8. Barco Drive In – Lamar
9. B&B Twin Drive In – Independence
- * B&B I-70 Drive In – Kansas City

119

B&B Moberly Five and Drive

120

19 Drive In – Cuba



121

Starlight Drive In – Cadet (Potosi)



122

Starlight Drive In – Cadet (Potosi)



123

21 Drive-In Van Buren



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& Sat

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**21 Drive-In
Movie**

Double
Features
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per person
Children
age 11
& under
FREE

Turn Around & Go Back 3 Miles
Take 21 North - 2 Miles on Right

www.ellsinore.com (click on recreation)

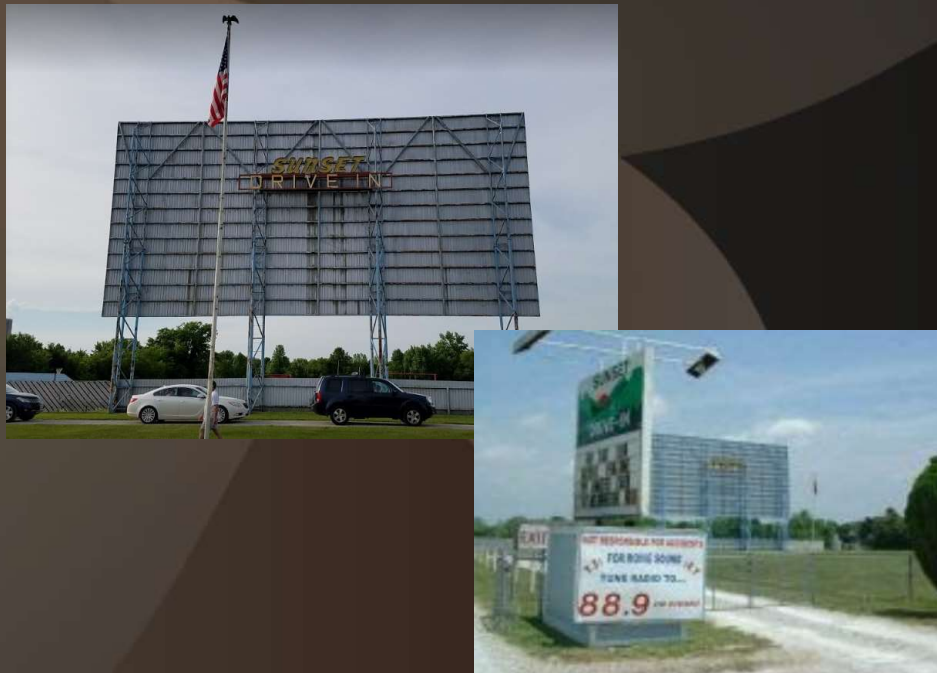
124

66 Drive In – Carthage



125

Sunset Drive In – Aurora



126

Barco Drive In – Lamar



127

B&B Twin Drive In – Independence



128

B&B I-70 Drive In – Kansas City

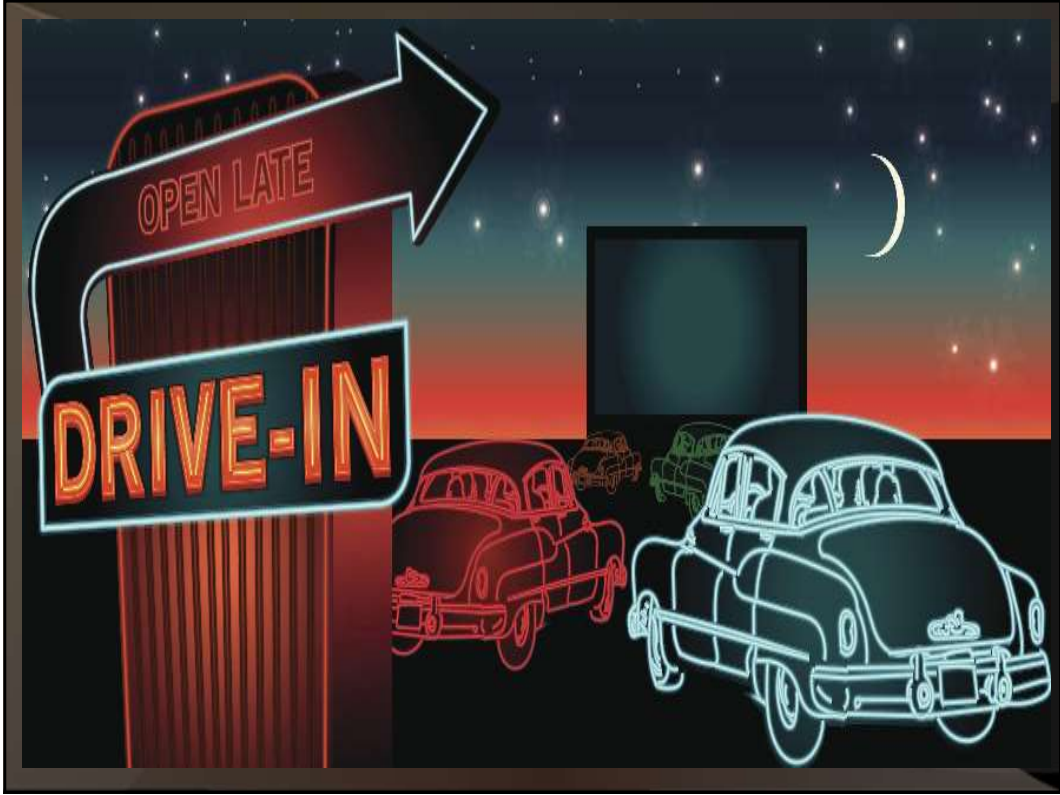


September 7, 2018: Permanently Closed.

129



130



131