

THE POPULARITY OF DRIVE-INS REACHED ITS PEAK IN THE 1950'S!

Compiled on August 27, 2022 by Dan Pemble, ex-Drive-In Theater Projectionist

When I saw this on a web site today amongst collections of memories from the 1950's, I was compelled to "steal the posting" and re-post it here so many of my friends can now re-live the same memories as I have of Drive-In Theaters. I actually worked as a projectionist at a local Drive-In during 1960-1962, then for another short stint during 1965-1966. I am also in possession of a US Navy Motion Picture Operator's license, as a result of attending a 10-day Navy class during 1964 and I ended up being the "class honor man" for my perfect test scores! (Do you hear the bugles blowing!?)

SO HERE IS THE DIRECT QUOTE FROM THE WEBSITE I SAW TODAY:

While drive-in theaters first launched in the '30s, they became super popular in the '50s among teens and families. In 1958, the number of drive-ins peaked at over 4,000. "Drive-ins started to really take off in the '50s," Jim Kopp of the United Drive-in Theatre Owners Association told Smithsonian Magazine.



Drive-ins offered family entertainment. People could sit in their cars, they could bring their babies, and they could smoke. Drive-ins offered more flexibility than indoor theaters. Drive-ins showed B movies be-cause the theaters could only show one film a night - versus five or six times at an indoor theater. (Dan's comment: NOT TRUE! I projected many just-released movies and sometimes 2 in one night!)



**LONG LIVE ALL OF OUR SPECIAL MEMORIES OF ESTHERVILLE,
IOWA'S CHIEF DRIVE-IN THEATER! IT WAS A GIGANTIC
ATTRACTION IN ITS DAY AND IS NEVER TO BE FORGOTTEN!**