United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

National Register of Historic Places
Date listed 7-11-14
NRIS No. 14000401
Oregon SHPO

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name 99W Drive-in Theatre

other names/site number N/A

2. Location

street & number 3110 Portland Road [ ] not for publication

city or town Newberg [ ] vicinity

state Oregon code OR county Yamhill code 071 zip code 97132

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this _X_ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property _X_ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

__ **national** __ **statewide** _X_ **local**

Signature of certifying official/Title Date 5.22.14

Oregon State Historic Preservation Office
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

___ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:) _____

Signature of the Keeper Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

Category of Property
(Check only **one** box.)

- [ ] building(s)
- [ ] district
- [X] site
- [ ] structure
- [ ] object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
3		buildings
1		sites
2		structures
0		objects
6	0	**Total**

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

RECREATION AND CULTURE: theater (drive-in)

Current Functions
(Enter categories from instructions.)

RECREATION AND CULTURE: theater (drive-in)
RECREATION AND CULTURE: theater

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT

Materials
(Enter categories from instructions.)

foundation: CONCRETE
walls: WOOD: Plywood/ particle board;
METAL: Iron; METAL: Aluminum
roof: WOOD: Shingle
other: CONCRETE
OTHER: Gravel

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The 99W Drive-In Theatre is a single-screen drive-in theater with spaces to accommodate 275 to 300 cars (note that an indoor theater with two screens is also located on the parcel). The theater is a distinct property type of the Modern era which, in this case, displays modest influences of the Googie style. The elements direct the user to and into the site, setting the tone for the outdoor movie experience. The other buildings and structures are more utilitarian, supporting the functions of the theater. The theater was built by J.T. (Ted) Francis and opened July 31, 1953. The sign, ticket booth, projection booth, and concession stand are all original to the theater grounds, which cover approximately 4.5 acres. The drive-in is presently on its third screen. Although the drive-in has remained at the same location since 1953, the boundaries of the city of Newberg have changed. In 1953 the eastern city limit of Newberg was at Villa Road, leaving the 99W Drive-In Theatre about three-quarters of a mile outside the city limits. Today the city limit has advanced a half-mile further east, past the drive-in (to where the Newberg Ford and the Providence Hospital are now located), putting the 99W well within the city limits. The entrance is still on Portland Road but originally the entrance drive was just past the east side of the marquee. The driveway entrance was moved to the west side of the marquee when a traffic light was installed at the Portland Road/Springbrook Road intersection in the 1960s. The drive-in exit remains on North Springbrook Road. There are six contributing resources on the site: the drive-in sign, parking area, screen, ticket booth, maintenance shop, and the projection booth/concessions building/Twin Cinemas. The buildings lie on the northeastern portion of the property while the screen is to the southwest. The primary parking area is between the screen and the buildings.

Narrative Description

The 99W Drive-In Theatre is located at 3110 Portland Road (Oregon State Highway 99W) in Newberg, OR. It remains original to a description that appeared in a July 1953 article in the *Newberg Graphic*, written as the 99W neared completion with "the most modern outdoor motion picture equipment on the market."[1] It describes the 99W as being located just one-half mile from the east Newberg city limits and having an entrance on Portland Road and an exit on Fernwood Road. It notes that space is provided for 300 automobiles, each to be equipped with speakers, and a 50-foot wide picture will be shown on the giant screen that has been installed. The article adds that refreshments will be served in a snack bar situated in a building at the rear of the lot. "The same building will house a generator and men's and women's rest rooms on the first floor and a projecting room with the latest in commercial projection equipment on the second floor," according to the article. The following are descriptions of all the contributing features of the site.

1. Drive-In Sign (1953) **Contributing Structure**

   This sign consists of two main sections, an enterable base (essentially a small storage room) and a marquee above the base. The base is wood-framed with wood shingle siding. It is rectangular, with the long sides facing oncoming traffic on Highway 99W. These long sides slope inwards as they rise up to meet the approximate width of the marquee. The interior of this space is used as storage for the marquee letters. The simple wood door to enter the space is on the rear of the long side facing east, and a single fixed window to let in light is located on the long side facing west. The base is painted a light green and the marquee above is painted red.

[1] "99-W Drive-In Theatre Will Open July 31," *Newberg Graphic*, July 15, 1953, 4.

The marquee displays modest Googie-style characteristics with a triangular-shaped blade sign that leans towards Highway 99W, on which is spelled out "99W." This sign is constructed with horizontal wood boards with a metal marquee embedded in this surround. Above the marquee is lighting, which illuminates the sign at night. There are also four evenly-spaced, red and white triangular flags at the top of the sign. The blade sign has blinking lights that alternates between red and white bulbs. The marquee also has a flat awning over the long sides of the base to help protect the sloping sections from water damage. The sign retains almost all of its original materials, as well as design features. As a result, it displays a high level of integrity.

2. Parking Area and Speaker Poles (1953) **Contributing Site**

This parking area has gravel pathways for the cars and eight earthen mounds of sloped, arced sections that divide these gravel pathways. These mounds arc to allow for views of the projection screen, which is located at the southern end of the parking area. By placing the forward wheels of the cars on these mounds, the cars slope upwards for a better line-of-sight. Two of these arcs, near the north side of the parking area, do not continue all the way around due to the projection booth/concessions building. On the arcs are steel poles with steel covered, electronic junction boxes on top, labeled RCA, that were once used for attaching in-car speakers. Since 1983 radio has been used instead to convey the audio of the movie, and the poles now serve as parking markers for the cars (two cars can be parked between the posts). These are set in concrete cuboid bases.

This area is enclosed with a corrugated metal fence supported by cedar posts and framing. There is a gate to the southeast constructed of plywood covered with corrugated metal and wood framing. This gate is not a primary entrance or exit. Most of the 1953 cedar posts are still in place. Some sections of fencing have been replaced over the years with 12-foot-high fencing to keep customers safe and to help block outside light from neighboring commercial establishments. The parking area has high integrity as a landscape feature of the 99W Drive-In Theatre with no notable alterations. However, some of the parking area to the east was removed to allow for construction of the indoor theater and an asphalt parking lot in 1983. This addition does slightly alter the setting of the Drive-In, but as it is situated in the rear of the Parking Area it does not have a large impact on the integrity of the earlier portions.

3. Screen (1964) **Contributing Structure**

The 99W Drive-In Theatre features a corrugated metal screen supported by a frame of steel I-beams and other steel components. The framing is set into concrete footers for support. The side of the screen facing the audience is painted white for the projection. Steel bracing for the framework also faces toward the audience to help support the screen. The 99W Drive-In Theatre is on its third screen. The first was damaged by the 1962 Columbus Day Storm but repurposed to build a maintenance shed. After a storm destroyed the second screen in 1991, a replacement screen was obtained from the defunct 104th Street Drive-In on Powell Boulevard in Portland, which closed in the 1980s. Despite this screen being from a different location, it still maintains integrity as an original drive-in movie screen and is an appropriate replacement for the theater. One unavoidable change at this time was the placement of the theater screen, which was originally set further back. It was placed closer to the audience due to new zoning regulations.

4. Ticket Booth (1953) **Contributing Building**

The ticket booth lies at the entrance to the drive-in and separates the entrance drive to the parking area from the exterior driveway. An octagonal roof/awning, stretched in a diamondesque shape, covers the drives with an eight-foot clearance. It is supported by v-shaped wood supports on the far sides. The booth in the center is wood-framed with wood shingle siding. It has fixed-pane windows facing out towards Highway 99W, as well as inward toward the parking area. It also has a window facing the entrance side of the driveway where tickets are purchased. On the other side of the booth is a doorway to enter the interior space and a smaller fixed-pane window. The interior has space for a desk and showcases new Formica boomerang countertops. It displays excellent integrity.

5. Maintenance Shop (1962) **Contributing Building**

This building was constructed using the remains of the first screen tower that blew down in the 1962 Columbus Day Storm, along with additional materials. It mimics the design theme of the rest of the drive-in with its low-slung, horizontally-oriented form. It is wood-framed with wood shingle siding, a corrugated metal roof, and concrete foundation. The building is six bays wide along its front façade, which faces southwest. There are three garage doors on the south side of the front façade. The rest of the bays display eight-over-eight-light, double-hung windows. The roof has deep projecting eaves and is flat except for a very low-pitched gabled section above the garages. The southwest façade of the building has three fixed-pane, eight-light windows. The rear or northeast façade is simple and clad in corrugated metal. The shop stores the 1958 Farmall Cub Tractor and various shop equipment used on the property. To our knowledge, it displays very good integrity.

6. Projection Booth/Concessions Building/Twin Cinemas (1953) **Contributing Building**

The Projection Booth/Concessions building is two stories high with a public concessions area on the first level and the private projection booth on the second level. The building is wood-framed with wood shingle siding. The building's flat, overhanging eaves give a modern, horizontal emphasis to the structure. The plan of the building is irregular, but there are generally three sections. Toward the entrance, the north end of the building, are the restrooms for the drive-in. The men's restroom is on the west side of the building and the women's restroom is on the east side. Above this is a small projection booth, the second section of the building. There are exterior wood stairs just south of the women's restroom that allow access to the projection booth. The third section is the wider part of the building facing the parking area and projection screen. This is the concessions area. This part of the building connects with the Twin Cinemas building, which allows additional access to concessions for the indoor-theater patrons.

The fenestration of the building is irregular, reflecting its primarily utilitarian purposes. The south end of the building, the concessions section, has two large two-light, fixed-pane windows that cover most of that façade. The west end of the building has a six-light, fixed-pane window that extends horizontally to the north end of the concession area. About midway on that same side is the double-door entrance to the concessions area, which has two-light, fixed-pane windows at the top of the wood doors and single panels on the bottom. The restroom section displays three, evenly-spaced openings with two wood doors to the north and a window covered by shrubbery to the south. The middle door has a small, single-light, fixed-pane window near the top. The north side of the restroom section has a single wood door, and the east side of the section has another wood door to the women's restroom that aligns with the men's restroom door on the opposite side.

The side of the projection booth facing the projection screen, the south side, has three window openings and two camera lens openings between the windows. The three windows are all single-light, fixed-pane windows, but are different sizes. The largest one is on the western side of the south façade and the smallest is in the center. The projection lens openings are small and are covered with an open-ended metal box. The projection booth has the same style of roofing as the rest of the building. There is a sliding window to the west side of the projection booth that is protected by a metal screen. To the north is a window that has been converted to an air-conditioning unit and to the east is a wood door to enter the booth.

The interior of the projection booth has two Motiograph projectors dating to the 1953 opening day. Upgrades have been made in newer lamp houses, sound, and in the lenses, but much is still original. The space is utilitarian, for the functioning of the projectors. The interior wall cladding is primarily brown hardboard.

The concessions section interior has a counter from which food is served with a steel railing along the outside of the counter to direct the customer traffic. There is a Manley popcorn popping plant from the late 1940s; the countertops are also original. The concession stand contains many original signs from the 1950s and 1960s from Coca Cola and other sources and a Stoner Candy machine from the 1940s.

The Twin Cinemas, located southeast of the Concessions/Projection Building, is an indoor theater with T 1-11 and corrugated metal siding. It was built in 1983 to boost the profits of the 99W Drive-In Theatre, which were in decline parallel to the decline of the industry as a whole. It is set on a poured concrete base and has three public entrances/exits to the interior theater space. One entrance is the main entrance, which is under an awning to the north of the building. Two function as exits from the fronts of the interior movie theaters. The exterior form is relatively utilitarian in design, though it does reference the existing buildings on the site with a belt course and awning that extends to the older 1953 portion of the building. The roof of the awning also serves as a walkway on the second floor and point of connection between the projection booths of the Twin Cinemas and 99W Drive-In Theatre. There is also a hallway to the concession building on the first floor. The building utilizes the same color scheme as the drive-in to add cohesion to the site.

The interior of the theater is simple and utilitarian with hallways that lead to the two theaters. These theaters are sloped to the front where the screens rest. The floor is concrete with carpeting on the ramped portions. Rows of fixed theater seats provide seating for the customers. The current lights in the theater were taken from the Cameo Theater of Newburg, Oregon. The utilitarian projection room above the rear of the two theaters provides space for the projectors.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [X] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B Property is associated with the lives of persons significant in our past.
- [X] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions.)

ENTERTAINMENT/RECREATION

ARCHITECTURE

Period of Significance

1953-1964

Significant Dates

1953 – Construction of 99W Drive-In Theatre

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Francis, J.T. (Ted)

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- [ ] A Owned by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G less than 50 years old or achieving significance within the past 50 years.

Period of Significance (justification)

The period of significance extends from the time the theater was built in 1953 to 1964, 50 years ago, as the original uses of the site continue to this day.

Criteria Considerations (explanation, if necessary) N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The 99W Drive-In Theatre in Newberg, Oregon, which opened July 31, 1953, is eligible for listing in the National Register of Historic Places under Criterion A, ENTERTAINMENT/RECREATION, as a drive-in movie theater reflecting family entertainment trends in the post-World War II era. It also is eligible under Criterion C, ARCHITECTURE, as a rare, remaining, intact example of a drive-in theater. It is one of three remaining drive-ins in Oregon, and the only one extant in Yamhill County. This specific drive-in theater strongly represents the drive-in phenomenon from its rise to its decline, which occurred commensurate with the rise of home entertainment systems. It has been in continual operation from the time it opened, adapting to new entertainment trends over the years. As an important example of mid-century entertainment and car culture, the 99W Drive-In Theatre is a property that reflects the values of its time and continues to function as originally designed. It retains all the components of the property type, expressed in a Modern design with modest Googie-style elements, also a product of the times.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Criterion A: Entertainment/Recreation

The 99W Drive-In Theatre represents a type of mid-century entertainment that reflects the car culture of the period, consistent with the family-oriented values of the generations it attracted. The 99W Drive-In Theatre was part of a period of explosive growth in the industry in the post-World War II era, followed by a decline in the 1970s and 1980s that put many drive-ins - but not the 99W Drive-In Theatre - out of business. The history of this family-owned theater in Newberg, Oregon, is the local version of a national trend. Through its high integrity of design and function it is able to convey this history.

Criterion C: Architecture

As one of three extant drive-in theaters in Oregon, the 99W Drive-In Theatre is a rare remaining example of this property type, as well as being an excellent example of mid-20th century styling that reflects modest Googie elements within a Modern building complex. It was built by the Francis family. The buildings and structures were designed to draw people into the drive-in theater and create a unique experience for the audience. Style is not the only significant aspect of the drive-in; function also plays a large role. For example, the form of the 99W Drive-In Theatre sign is designed to draw the eye towards the 99W, and the use of mounds to raise the front of vehicles for better viewing of the movie is a functional component of the design. The integrity of the drive-in and its landscape features greatly enhance its significance, making the 99W Drive-In Theatre an excellent example of drive-in theater.

Developmental history/additional historic context information (if appropriate)

The Beginning of the Drive-In Phenomenon

The first drive-in theater was developed by entrepreneur Richard Hollingshead, Jr. in 1933, in Camden, New Jersey.[2] He patented the design, which was inspired by his love of cars and movies. The design

[2] Bert Bedeau and Tricia Canaday, "Spud Drive-In Theater, National Register of Historic Places Registration Form." August 3, 1999; revised January 31, 2003.

consisted of a screen tower and a series of ramps in a fan-shaped arrangement. Hollingshead sold the rights to use the design for $1,000 and 5% of the gross receipts. However, the Great Depression limited the initial growth of this type of entertainment, due in part to the $30,000-$35,000 average initial investment needed to build one. It would not be until after World War II that the drive-in would become more prevalent.

The post-war economic boom in the United States was mirrored by the drive-in theater boom. In 1947, there were 155 drive-ins; by 1949, there were 820; and by 1955, there were nearly 4,000.[3] A comparison nationwide with the more-expensive-to-build, indoor movie theaters is useful here. After wartime limits on construction, 85 new indoor theaters opened between 1946 and 1953, while almost 4,700 closed their doors for good. In contrast to these figures, almost 3,000 new drive-ins were built, while only 342 closed down.[4] The history of the growth of the drive-in movie theater in Oregon from a low of three in 1948 to a high of 69 in 1959 is consistent with trends in the broader United States.[5]

There were many factors that propelled the drive-in theater phenomenon. The largest one was the increased popularity of the car as a staple of the American lifestyle. Douglas Gomery, author of *Shared Pleasures: A History of Movie Presentation in the United States*, reviewed Kerry Segrave's chronicle *Drive-In Theaters* and said he agreed that "drive-ins constituted an initial reaction to the demise of urban movie going. After World War II, Americans no longer wanted to journey on streetcars to movie palaces; they wanted to go to a show near their new suburban home, in a car."[6] While Gomery contends that, overall, drive-in theaters were no more important than the short-lived nickelodeons of the early 20th century, Kevin J. Corbett assesses drive-ins as having had a positive cultural perspective: "The drive-in was not born in a vacuum. It resulted from a convergence of economic, cultural, technological, and geographical factors."[7]

Among those factors, Corbett cites the film industry's commitment to follow its audience rather than lead it and the $10 billion in discretionary income available to teenagers in the post-World War II years. In addition, the post-World War II decades also saw the birth of the car culture in which theater companies converted farm fields into drive-in theaters and lured patrons by offering double and triple features: "The drive-in theater is an excellent example of how the industry adapted its technologies to fit those trends."[8]

The drive-in theater, which was dubbed the "Cinderella stepchild of the motion picture industry," helped advance the custom of applying colorful language to cultural phenomenon, wrote Louise M. Ackerman of Lincoln, NE in 1957 in *American Speech*. She continued:

> "Since the outdoor movies are patronized largely by young people, the language takes on youthful flavor. The official name of an outdoor movie theater may be Starview, but the patrons will likely refer to it, because of the lovers attending, as the passion pit. The conventional movie house under a roof is now referred to as a hardtop. My collection of names for outdoor movie theaters contains: passion pit, ozoner, drive-in-theater, open-air cinema.... Instead of 'rain

[3] Kerry Segrave, *Drive-in Theater – A History Since Their Inception in 1933* (Jefferson, NC: McFarland and Co., 1992), 33.
[4] Segrave, *Drive-in Theater,* 65.
[5] 99W owner Brian Francis, e-mail message to author, April 14, 2011. Francis provided a 1959 printed list of Oregon Drive-In theaters from a theater owner's annual almanac categorized by Oregon cities.
[6] 99W owner Brian Francis, e-mail message to author, April 14, 2011. Francis provided a 1959 printed list of Oregon drive-in theaters from a theater owner's annual almanac categorized by Oregon cities.
[6] Douglas Gomery, [Untitled Review], *Film Quarterly*, Vol. 47, No. 1 (Autumn, 1993), 43-44.
[7] Kevin J. Corbett, "The Big Picture: Theatrical Movie going, Digital Television, and beyond the Substitution Effect," *Cinema Journal*, Vol. 40, No. 2 (Winter, 2001), 29.
[8] Corbett, "The Big Picture," 26.

> checks,' fog checks are issued on those nights when the visibility is so low, as from sleet or fog, that the screen cannot be seen through the car windshield."[9]

McKeon and Everett note that families were also drawn to drive-in movie theaters: "There was no need to get all dressed up, you didn't have to hire a babysitter, parking was included in the price of the ticket, and dinner was just a quick walk to the concession stand." The authors wrote that drive-ins also became popular with teenagers because it was the ideal place to take a date or socialize: "What could be better than dinner and a movie under the stars?" they asked.[10]

Despite the fact that the films were mainly second-run releases, moviegoers still loved the convenience of going to the drive-in more than anything else. It was the novelty of knowing that one could pack the family into the car and enjoy a night out, never having to get out of the car until arriving back at home.[11] They add that by the early 1950s it was apparent that Americans had come to fully accept the drive-in movie theater as the place to go for wholesome, family entertainment: "This ringing endorsement from the movie-going public led many industry observers to later look back on this period of time and call it the golden age of drive-in movie theaters."[12]

Luther concluded that drive-in theaters, as a group, were the "most dynamic force in the entire motion picture industry" in the 1950s. "Their rapid and successful development has clearly illustrated that the public is still interested in new ideas and showmanship in the presentation of motion picture entertainment," Luther added. "The entire industry should pause to take a fresh look at this young but brilliant member of its family which can induce the public to attend movies with a degree of regularity and frequency unmatched since the end of World War II."[13]

The inherent issues with watching movies in an outdoor environment could be controlled to a degree, increasing the attraction of the drive-in. Rodney Luther detailed one of these in the Summer 1951 *Hollywood Quarterly*. In what might be termed the "battle with the elements," Luther wrote,

> Drive-ins have made creditable gains against such occasional misfortunes as fog (with special projection filters), rain (with glycerin compounds that drain windshields in transparent sheets), and insects (with frequent DDT spraying of the area). Some enterprising exhibitors have even provided portable electric heaters during cold weather, and it has been reported that an air conditioning scheme for year-round in-car comfort has been devised.[14]

The above trends and factors established a set of conditions that, in addition to contributing to the national trends, led to construction of the drive-in in Newberg, Oregon. This drive-in was the 99W Drive-In Theatre, located along the popular motor vehicle corridor, Highway 99W, in the expanding city.

Newberg, Oregon, and the 99W Drive-In Theatre Property Prior to Construction

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[9] Louise M. Ackerman, "Outdoor Movie Talk," *American Speech*, Vol. 32, No. 3 (Oct., 1957), 239-240.
[10] Elizabeth McKeon and Linda Everett, *Cinema Under the Stars: America's Love Affair With Drive-in Movie Theater*, Kindle edition (Nashville, TN: Cumberland House Publishing,1998), Kindle Location 101-104.
[11] McKeon, *Cinema Under the Stars,* Kindle highlight location 393-96.
[12] McKeon, *Cinema Under the Stars,* Kindle highlight location 673-75.
[13] McKeon, *Cinema Under the Stars*, Kindle highlight location 411.
[14] Rodney Luther, "Drive-In Theaters: Rags to Riches in Five Years," *Film Quarterly*, Vol. 5, No. 4 (Summer, 1951), 401-411.

Newberg, Yamhill County, Oregon, was founded in the mid-1800s when the area was found attractive by early settlers as a place to establish a townsite and engage in farming. It was named in 1869 by its postmaster Sebastian Brutscher after his Bavarian hometown of Newburgh.[15] The area saw an influx of Quakers, mainly from Indiana and Iowa, when a zealous Quaker minister from Iowa by the name of William Hobson visited, settled, and began preaching in the Chehalem Valley. In 1885, Pacific Academy (George Fox University today) was founded by the Quakers.[16] In 1887 the population was about 200; Newberg was incorporated as a city in 1893. While this initial growth was related to the railroad, the presence of Oregon Route 99W, first named as such in 1930, supported expansion in the post-World War II era.

The 99W Drive-In Theatre was built on property with a historic lineage in Newberg. This is chronicled in a book entitled *The Everests: A Family History of Yamhill County* by Dorothy Jones A. Huffman that was edited by the Oregon Historical Society in 1999. The land on which the 99W was built is part of the chapter on William Everest. In 1856, Everest helped blaze a trail from Portland to Dayton (the Portland-Dayton Road) through present-day Rex Hill (then Chehalem Gap) and Ramsey's Mill. This road became the present-day Portland Road or Highway 99. He later bought land along this road.[17]

Everest built a saloon on one side of the road and owned a horse track on the opposite side. The mile-around turf was enclosed by a whitewashed board fence.[18] The 99W Drive-In Theatre would be built on the grounds of the former horse track in 1953. The whitewashed board fence is visible in a film of the drive-in's construction. Huffman writes that the track attracted the "best jockeys, racers, and trotters in the Willamette Valley."[19] Arguments over wagers were common, she added. In the 1880s, the Quakers of the fledgling town were said to have frowned upon the horserace gambling, but the track was outside the city limits. Huffman writes that when Everest sought to donate the horse track land to Newberg for use as a fairgrounds, the city elders declined, fearing that "wagering and effervescent spirits would continue."[20]

Everest sold the track in 1891 and the property was later developed as a fruit orchard. This was not surprising, as Everest had improved 80 acres of his land in the 1880s, including a four-acre orchard that bore peaches, cherries, and pears. Huffman writes that in 1893, one of his pears earned first prize at the World's Columbian Exposition in Chicago and, in 1905, Everest provided peaches and pears to the Yamhill County exhibit at the Lewis and Clark Centenary Exposition.[21] By the mid-20th century, this rural property would be transformed once again with the growth and expansion of the suburbs around Newberg.

The 99W Drive-In Theatre

The 99W Drive-In Theatre opened as, and remains, a cash-only operation. On Friday, July 31, 1953, the 99W Drive-In Theatre showed its first features: *Sea Devils* with Rock Hudson and Yvonne DiCarlo (later known for playing Lily on *The Munsters* TV series in the 1960s), and *Under the Sahara*. Admission was free through age 4, 20 cents per person for age 5-12, and 60 cents per person for adults. Opening night attendance filled about half of the lot. From the start, owner J.T. (Ted) Francis recalled the difference between running his *Cameo* hardtop theater in Newberg and the 99W Drive-In Theatre. He acknowledged with good humor to *Boxoffice* in 1999, shortly before his death, that, "It was

[15] Newberg Area Chamber of Commerce, "History," *City of Newberg,* https://www.newbergoregon.gov/newberg/history.
[16] Newberg Area Chamber of Commerce, "History," *City of Newberg,* https://www.newbergoregon.gov/newberg/history.
[17] Dorothy Jones A. Huffman, *The Everests: A Family History of Yamhill County,* edited by Oregon Historical Society (Portland, OR, 1999), 87.
[18] Huffman, *The Everests,* 88.
[19] Huffman, *The Everests*, 88.
[20] Huffman, *The Everests*, 90.
[21] Huffman, *The Everests*, 90.

a change. You had to know how to start cars, and you had to stay up until two or three in the morning.'"[22]

Ted Francis built the drive-in facilities himself.[23] Some of the original wood materials in the buildings were re-used from Camp Adair. Francis was no stranger to the theater business. In 1940, about 13 years before constructing the 99W, Francis purchased a traditional movie theater, *The Cameo*, in downtown Newberg. The marquee, ticket booth, projection booth, and concession stand are all original to the theater grounds and in serviceable condition. While always able to accommodate 275 to 300 cars, how those spaces filled ebbed and flowed over the years.

McKeon and Everett stipulated that when deciding upon a location to construct a new drive-in, owners were often leery of building next to any establishment that was not seen as family-oriented. Drive-ins located near bars, nightclubs, and other drinking establishments could face grave repercussions. They quote George Peterson, the author of *Drive-In Theater*, who wrote, "Patrons of those types of entertainment are not the family type of people who are the backbone of the drive-in theater patronage, so no consideration should be given to their possible business."[24] Brian Francis reveals that when the 99W was built in 1953, the eastern city limit of Newberg was at Villa Road, which made the drive-in three-quarters of a mile outside the city limits. Today, the city limit has been advanced to half a mile further east past the drive-in, past the Newberg Ford dealership and the Providence Hospital, putting the 99W well within the city.[25]

The Francis family has continuously owned the drive-in, with third-generation proprietor Brian Francis presently running the show. Over the years, the Francis family has rented out the property for the use of church groups and flea market vendors. Car-club aficionados have also rented the grounds of the 99W. These include collectors of Volkswagens, Corvettes, and PT Cruisers, among others. For instance, once a year, there is an "Edsel Night" for admirers of that late 1950s Ford automobile. From the 1950s through the 1970s, the 99W was among the legions of successful American drive-ins and their associated lore of cars, dates, families, and good times.

The 99W has features similar to other drive-in theaters. A drive-through ticket booth (serving both sides) is at the front or entrance to the theater. Inside the grounds is a concession stand that serves "movie foods," such as hot dogs, popcorn, candy and sodas, along with a few extras. The concession stand and projection room are in a free-standing building several yards from the ticket booth. The theater's lot is large and paved in coarse gravel, providing space for 275 to 300 vehicles. Poles located throughout the lot held speakers. Today, the speakers have been removed but the poles remain as space markers for the cars. In their place came AM radio transmission in 1983, followed in 1992 by FM radio transmission. The radio's attenuator broadcasts a couple of hundred feet and has to go over the property a bit to avoid black spots, but it conforms to FCC standards.[26]

One constant is the 99W Drive-In Theatre's original Motiograph projector that needs oiling just twice a year and continues to produce a steady picture.[27] [28] The projection room has its share of drive-in film artifacts, including old intermission reels. The large screen is a common feature of drive-ins. The 99W

[22] Eric Gipson, "Cameo Role," *Boxoffice* magazine, June 1999, accessed April 13, 2011, 28. Stable URL: http://www.boxofficemagazine.com/the_vault/page_thumbnails?issue_id=1999-10-1
[23] A film of the construction of the 99W Drive-in Theatre construction is available in DVD format.
[24] McKeon and Everett, *Cinema Under the Stars,* Kindle highlight location 696-99.
[25] 99W owner Brian Francis, e-mail message to author, April 14, 2011.
[26] 99W owner Brian Francis, e-mail message to author, April 14, 2011.
[27] 99W owner Brian Francis, e-mail message to author, April 14, 2011.
[28] Note that the 99W Drive-in Theatre won a new digital projector in 2013 from Honda's Project Drive-In.

is on its third screen, having lost its first in the 1962 Columbus Day storm, and its replacement to another storm in 1991. Brian Francis, the current owner, said that in addition to destroying its screen, the 1962 storm blew the theater's marquee letters a half mile away. Also lost in that storm was the screen of the neighboring McMinnville's Corral Drive-In, for which Ted Francis was a part owner. That theater ceased operations as a result. On the site of the former Corral Drive-In today is a Wilco Farm Supply store, with an adjacent Wal-Mart, an indication of the latent commercial value of drive-in theater property.

The 99W remains representative of the family values of the drive-in theater phenomenon, rarely showing any films with an "R" rating from the Motion Picture Association of America (MPAA). The film about World War II, *Saving Private Ryan*, was one of those rare exceptions.
Despite the successes of the 99W Drive-In Theatre, the 1970s-1980s marked the decline of the drive-in theater industry and the 99W Drive-In Theatre struggled to make a profit. This downward business trend led to the construction of the Twin Cinemas. The indoor Twin Cinemas was constructed to attract customers by offering movies any time of the day to compete with home theater technology.

Decline of the Drive-In Theater

Corbett marks the decline in the outdoor movie-theater experience not from the technological limitations of drive-ins themselves, but rather, from the venue that largely replaced it beginning in the 1970s: the multiplex. He wrote that the movie theater industry seemed to have given up its fight with TV and all pretense of struggle at the level of architectural fantasy and the viewing experience, and subsequently produced interiors with less to offer than at home. As a result, movie houses became less glamorous. In fact, there was essentially no glamour associated with these "shoebox" theaters, so named as much for their plain interiors as for their size.[29]

The proprietor for Driveinmovie.com notes that as the indoor multiplexes multiplied, their screen sizes continued to shrink, and their prices continued to rise. "When you go to a drive-in movie, it isn't important if the movies you have paid to see are memorable or not; it is the pure magic of being there that counts."[30] The fact that multiplexes were able to offer a wider selection of movies and focus more on the product, rather than experience, was attractive to those wishing to watch a specific movie. Another factor in the demise of drive-ins was the increased value of land. Liebs writes that,

> As communities continued to grow and sprawl, they began to encroach on the theaters that once were located well outside the city limits. Drive-in owners could continue to struggle with diminishing sales and revenues, or they could sell the 20-30 acres the theater sat on for sometimes millions of dollars for commercial or residential development. Adding to the incentive to sell out was the fact that most of the facilities were reaching 20, 30, or even 40 years of age, and maintenance costs were beginning to grow; the incentives to invest significant amounts of money into a failing industry were pretty small.[31]

Television-related developments also had a huge impact on the drive-ins. Cable television, video cassette recorders, and home entertainment systems created an environment at home that was comfortable and competitive with other movie-watching experiences.[32] While more conveniences became available at home, drive-in attendance declined and conveniences at the drive-ins, such as playgrounds and shuffleboard courts, slowly disappeared.

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[29] Corbett, "The Big Picture," 26.
[30] McKeon, *Cinema Under the Stars,* Kindle Location 36.
[31] Chester H. Liebs, *Main Street to Miracle Mile* (Boston: Little Brown and Company, 1985), 164-167.
[32] Bedeau and Canaday, "Spud Drive-In Theater."

The Decline of the 99W Drive-In Theatre

Business for the 99W was good until the 1980s, the swan-song decade that turned all but a few outdoor screens into roadside relics.[33] "The 99W Drive-In Theatre survived due to two strategic factors: the Francises owned the property, and their 1983 establishment of the Twin Cinemas next to the snack bar allowed the 99W enterprise to operate year round as the 99W Twin/Drive-In.

The Twin Cinemas was built in 1983 by the Francises to lessen the effect of lower revenues caused by the decline of the drive-in. By adding the indoor theaters, the business was able to offer movies year-round in an interior space not affected by weather or light conditions. It augmented their income at this important time.

Newberg also was no stranger to the trend of rising land values as cities grew to engulf drive-ins. In the past half century, Newberg has expanded its city limits beyond the property boundary of the 99W. Given that its drive-in lot occupies a prime location for commercial development, Brian Francis related that he receives numerous queries from his customers concerned that he may be thinking of closing or selling the drive-in. Francis has replied that he has no intention of closing or selling the drive-in, but rather has every intention of keeping it open at its original location for many years to come.[34] There has, however, been a recent, renewed interest in drive-ins.

The Resurgence of Drive-Ins

"As audiences weary of the rampant commercialism, people are discovering and rediscovering drive-in theaters, cinema *al fresco*, in increasing numbers, contributing to a revival of the drive-in theater after many years of decline," according to the website Driveinmovie.com, further adding:

> Drive-ins provide a romantic and nostalgic alternative under the stars; have the largest movie screens; snack bar menus (in contrast to over-priced lobby candy and soda); usually - two, sometimes three movies for the cost of one admission ... which is certainly providing a greater value for your dollar.
>
> Yet, drive-ins offer an experience and an opportunity for us that is more than merely seeing a MOVIE on the BIG screen. It's about seeing the larger picture— *choosing* the Drive-in as your opportunity to support a fragile Mom & Pop tradition; to celebrate and to help preserve the presence of the Past.[35]

The authors of *Cinema Under the Stars* explain that, "One of the most fascinating aspects of the history of the drive-in is all the things that had to be invented: the concession stand, screen towers, ticket booths, speakers, and speaker poles. The layout of an indoor theater had to be converted into a system that replaced regular theater seats with automobiles."[36]

Drive-in theaters, McKeon and Everett concluded, provide a link to the past and will "always be a part of our American landscape. They're still out there, neon lights, concession stands, speakers, and all, waiting to share with a new generation the thrill of watching a movie under the stars."[37] Patrons of the

[33] Gipson, "Cameo Role," 30.
[34] "Drive-In Rules," *Newberg Movies*, http://www.99w.com.
[35] Homepage, Driveinmovie.com, http://www.driveinmovie.com/
[36] McKeon, *Cinema Under the Stars,* Kindle Location 49-51.
[37] McKeon, *Cinema Under the Stars,* Kindle Location 1060-64.

99W today seem to confirm that conclusion. They continue to enjoy the theater for its movies and for its nostalgic appeal.

The Resurgence of 99W Drive-In Theatre

Gipson wrote that during the 1980s, "The 99W remained delightfully defiant of the trends that caused most of America's drive-ins to close and now enjoys the trends that have brought them back into vogue."[38] He elaborated:

> Success has been furthered by a variety of factors, one being Newberg's unique pocket that draws patrons from nearby towns as the theater maintains its own local clientele. All the while, the town has also remained small enough to evade competitive construction of shopping malls and multiplexes.
>
> Newberg, though, has grown just enough so that new homes around the drive-in have helped attendance. These geographic and economic factors, complemented by recent operational perks, such as the ability to get newer films sooner, contributed to the drive-in's ability to enjoy additional crowds yearning for a definite retro experience.[39]

Now that visiting a drive-in theater has become a fashionable excursion again, Brian Francis has said, "Some people passing through this area are drawn to us like a moth to a candle."[40] Gipson added, "Among the crowds at the drive-in...are faithful locals as well as crowds from Portland and numerous surrounding towns. Many who drive a half-hour or more to the 99W Drive-In Theatre shows are those who once gravitated away from the idea of watching a movie from one's car, but now hungrily seek the activities, places and mementos of earlier and less complicated times."[41]

The Architecture of the 99W Drive-In Theatre

The 99W Drive-In Theatre is a strong representation of all the typical elements of drive-in theaters. Drive-in theaters will typically have a parking area, a screen, a projection booth, ticket booth, and sign, at minimum. Further amenities, such as a concessions area or a playground, were added with demand or funds. Each element works in conjunction with each other to create an overall pleasant experience for the guests.

The 99W Drive-In Theatre is a modest example of the Modern Googie architectural style. Googie style was a term coined by Douglas Haskell, the editor of *House and Home,* and named after the 1949 Googie Coffee Shop in Los Angeles designed by architect John Lautner. Writing in *Googie Redux,* architectural historian Alan Hess notes that the term ". . . swept through architecture schools and offices nationwide," after Haskell wrote about it in the February 1952 edition of that magazine.[42] Speaking of the Googie Coffee Shop, Hess discusses this early inspiration for the style:

> Had it been just another vernacular roadside restaurant, Googie's probably would not have attracted such attention. But this was an extraordinary design. It responded to the commercial strip site with imagination, drawing on the energy and rhythms of the car culture through the prism of Modernism. It showed the clear concept, the careful attention to materials, and the

[38] Gipson, "Cameo Role," 30.
[39] Gipson, "Cameo Role," 30.
[40] Gipson, "Cameo Role," 30.
[41] Gipson, "Cameo Role," 30.
[42] Alan Hess, *Googie Redux.* (San Francisco: Chronicle Books, 2004), 68.

> exciting spaces that Lautner lavished on his architecture over fifty years of practice. Like the jazz musicians whom Lautner favored, it jammed together short bopping phrases, flights of virtuosity, and an infectious popular appeal. And it shows in the aggressive individualism and organic design of the American Modernism he had learned from his teacher, Frank Lloyd Wright.[43]

Googie style developed in post-World War II America, paralleling suburban expansion and the ever-growing popularity of the automobile.[44] It was and is seen along many suburban arterials, particularly in cities and towns such as Los Angeles, Las Vegas, and Phoenix, that essentially 'grew up' in the post-war era. The building types and businesses that came to be associated with the style included coffee shops, drive-in restaurants, drive-in theaters, motels, bowling alleys, car washes, service stations, and other auto-oriented businesses that populated "the strip."[45] Googie is characterized by highly stylized, organic shapes such as boomerangs; dramatic roof shapes and building forms, including cantilevers and hyperbolic paraboloids; diagonal and other active lines; and space-age and whimsical imagery, such as dingbats. It was intended to be eye-catching at the speed an automobile travels, as well as sending a clear signal that a business was trendy and up-to-date. Even if a commercial building displayed a more traditional form, its sign could be "Googie style."

The 99W Drive-In Theatre shares characteristics of the Googie style in the design of its sign on the highway and the ticket booth. The 99W Drive-In Theatre sign incorporates an unusual shape and a strong diagonal line in the triangular element that 'leans' toward the road. The double-sided, illuminated sign is characteristic of a drive-in sign, also a signal to the motorist. As historian Chester Liebs notes, "the drive-in sign is not only a powerful visual image, but also "the universal sign that automatically signals 'movies.'"[46] The ticket booth has an eccentrically shaped roof with thin supports that lean outwards toward the eaves, supporting it. These structures are the first experience that customers have of the drive-in. The sign is meant to capture the driving public's attention as they approach the site, and the ticket booth is similarly experienced by all who enter. Both set the tone for the drive-in experience. Other structures on the site are vernacular interpretations of Modern architecture that express their functions in a more utilitarian way. The sign and ticket booth are the key visual components of the site, perhaps beyond even the screen itself.

Conclusion

The 99W Drive-In Theatre, Newberg, Yamhill County, Oregon, is eligible for listing in the National Register of Historic Places under Criterion A for its association with Entertainment/Recreation and under Criterion C for Architecture, both at the local level. It is a strong representation of the drive-in phenomenon at mid-century, displaying the elements of the property type as well as its common stylistic interpretation. It embodies a history that parallels that of similar properties around the country. And as one of three remaining in drive-in theaters in the state, it is also an increasingly rare example of a drive-in theater in Oregon.

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[43] Hess, *Googie Redux,* 69.
[44] "Googie: Architecture of the Space Age," *Smithsonian.com,* last modified June 15, 2002. http://www.smithsonianmag.com/history/googie-architecture-of-the-space-age-122837470/?no-ist.
[45] Hess, *Googie Redux,* 29.
[46] Liebs, *Main Street to Miracle Mile,* 160.

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Seagrave, Kerry. *Drive-In Theaters.* Jefferson, NC: McFarland and Co., 1992.

Suzie H. Ninety-Nine West Twin Cinemas & Drive-In Theaters. Judysbook.com. http://judysbook.com/members/14204/posts/2005/8/79019.

Previous documentation on file (NPS):

____preliminary determination of individual listing (36 CFR 67 has been requested)
____previously listed in the National Register

Primary location of additional data:

_X_State Historic Preservation Office
____Other State agency
____Federal agency

99W Drive-In Theatre
Name of Property

Yamhill, OR
County and State

____previously determined eligible by the National Register
____designated a National Historic Landmark
____recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____recorded by Historic American Landscape Survey # _____

____Local government
____University
____Other
Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property 4.5 acres
(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates
Provide a digital location map on a continuation sheet in the appendices)
(Place additional Lat/Long references on a continuation sheet.)

Datum if other than WGS84:

1. Latitude: 45.3048165 Longitude: -122.9480044

Verbal Boundary Description (Describe the boundaries of the property.)

The 99W Drive-In Theatre property is generally bounded by Oregon State Highway 99W to the north, North Springbrook Road to the east, and private development to the west and south. The northern boundary to Oregon State Highway 99W is further limited by development on either side of the driveway so that the driveway is the only part of the property abutting that highway.

Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the area of the tax lot historically associated with the drive-in theater as purchased by J.T. (Ted) Francis in 1952.

11. Form Prepared By

name/title David Casteel
organization Oregon State Historic Preservation Office date August 21, 2013
street & number 1840 Mill Street Apartment E telephone 571-251-6149
city or town Eugene state OR zip code 97401
e-mail david.casteel@state.or.us

Additional Documentation

Submit the following items with the completed form: [***Map is attached and annotated with nomination form.***]

- **Maps:** A **USGS map** (7.5 minute series) indicating the property's location.

  99W Drive-In Theatre
  R.2.W. 122° 57'30" (^{5}04) by 45° (^{50}16)

  USGS MAP: NEWBERG, OR
  SW/4 Beaverton 15' Quadrangle
  45122-C8-TF-024
  DMA 1474 IV SW-Series V892
  Scale: 1:24 000
  Material number 000000000000088928
  Media Type SHEET Version Available 1985 Year / Version 1985

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: 99W Drive-In Theatre
City or Vicinity: Newberg
County: Yamhill
State: OR
Photographers: David Casteel and Diana Painter unless noted otherwise
Date Photographed: April 2011-June 2013

Description of Photograph(s) and number:

Photo 1 of 12 (OR_YamhillCounty_99WDrive-In_0001.tif)
Ticket booth, view facing south

Photo 2 of 12 (OR_YamhillCounty_99WDrive-In_0002.tif)
Parking area and screen, view facing southwest

Photo 3 of 12 (OR_YamhillCounty_99WDrive-In_0003.tif)
99W Drive-In Theatre sign, view facing east, photograph by Brian Francis

Photo 4 of 12 (OR_YamhillCounty_99WDrive-In_0004.tif)
99W Drive-In Theatre screen, view facing west

Photo 5 of 12 (OR_YamhillCounty_99WDrive-In_0005.tif)
Concessions/projection building, view facing east

Photo 6 of 12 (OR_YamhillCounty_99WDrive-In_0006.tif)
Entrance road to 99W Drive-In Theatre, view facing north towards Highway 99W

Photo 7 of 12 (OR_YamhillCounty_99WDrive-In_0007.tif)
Juncture between concessions/projection building and Twin Cinemas, view facing southwest

Photo 8 of 12 (OR_YamhillCounty_99WDrive-In_0008.tif)
Maintenance building, view facing north

Photo 9 of 12 (OR_YamhillCounty_99WDrive-In_0009.tif)
Twin Cinemas, view facing southwest

Photo 10 of 12 (OR_YamhillCounty_99WDrive-In_0010.tif)
Interior image of the concessions section of the concessions/projection building, view facing southeast

Photo 11 of 12 (OR_YamhillCounty_99WDrive-In_0011.tif)
View of left side of original Motiograph projector inside the projection booth, view facing west.

Photo 12 of 12 (OR_YamhillCounty_99WDrive-In_0011.tif)
View of left side of original Motiograph projector inside the projection booth, view facing west.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

Name Brian Francis

street & number 3110 Portland Road telephone 503-554-8836

city or town Newberg State OR zip code 97132

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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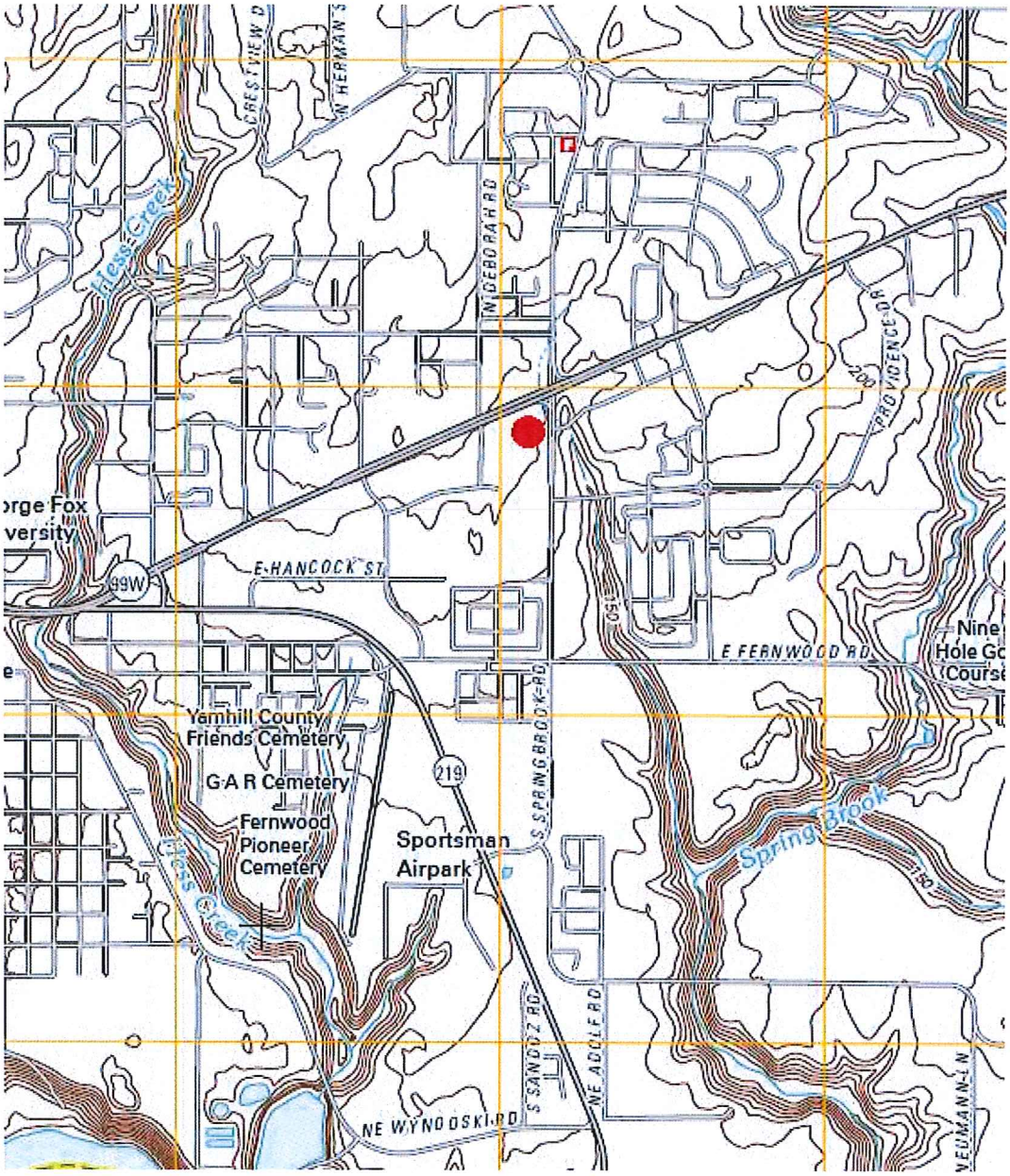

Figure 1 – United States Geological Survey 7.5 minute map of Newberg, Oregon
Latitude: 45.3048165, Longitude: -122.9480044

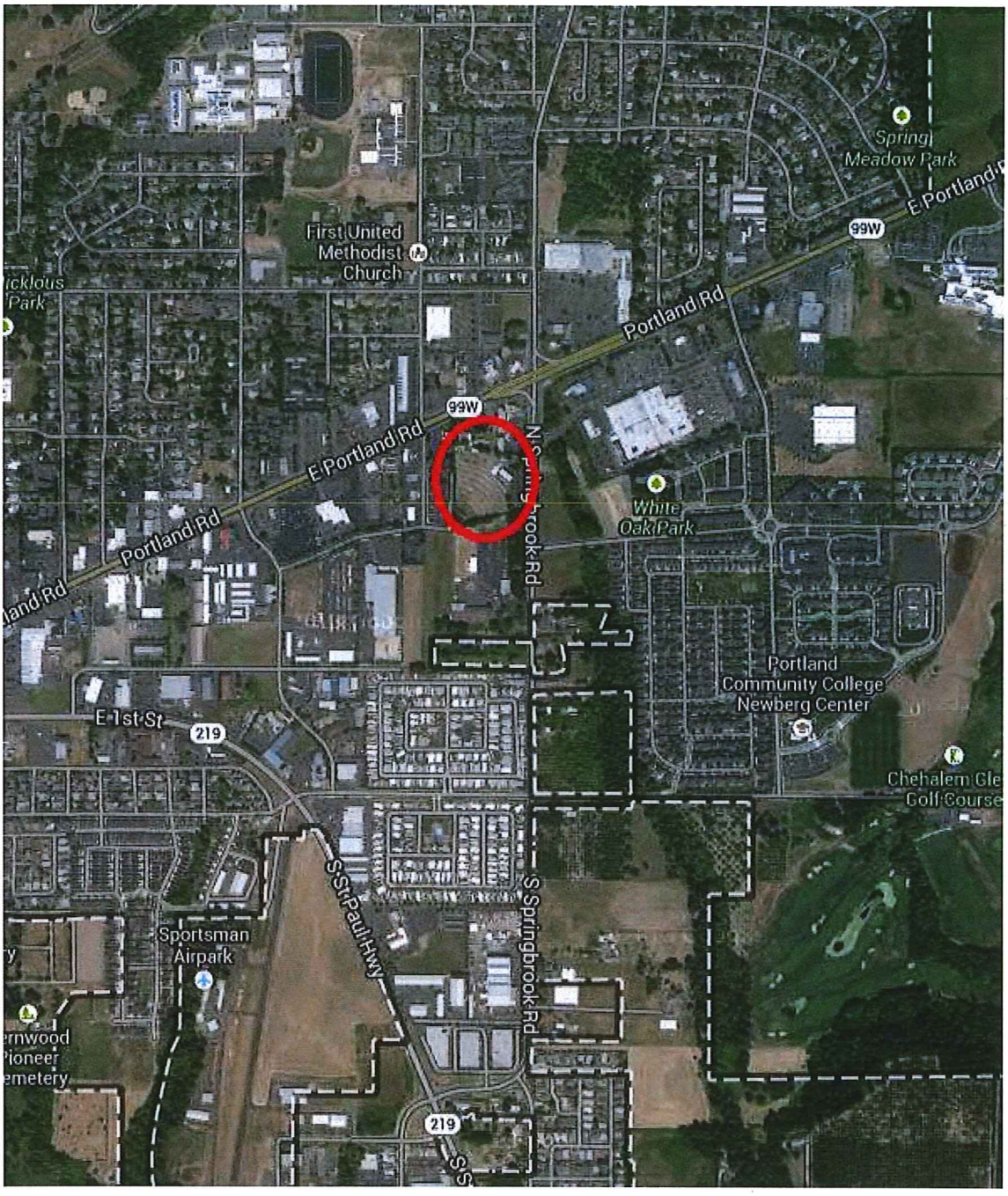

Figure 2 – General vicinity map of 99W Drive-In Theatre
Latitude: 45.3048165, Longitude: -122.9480044

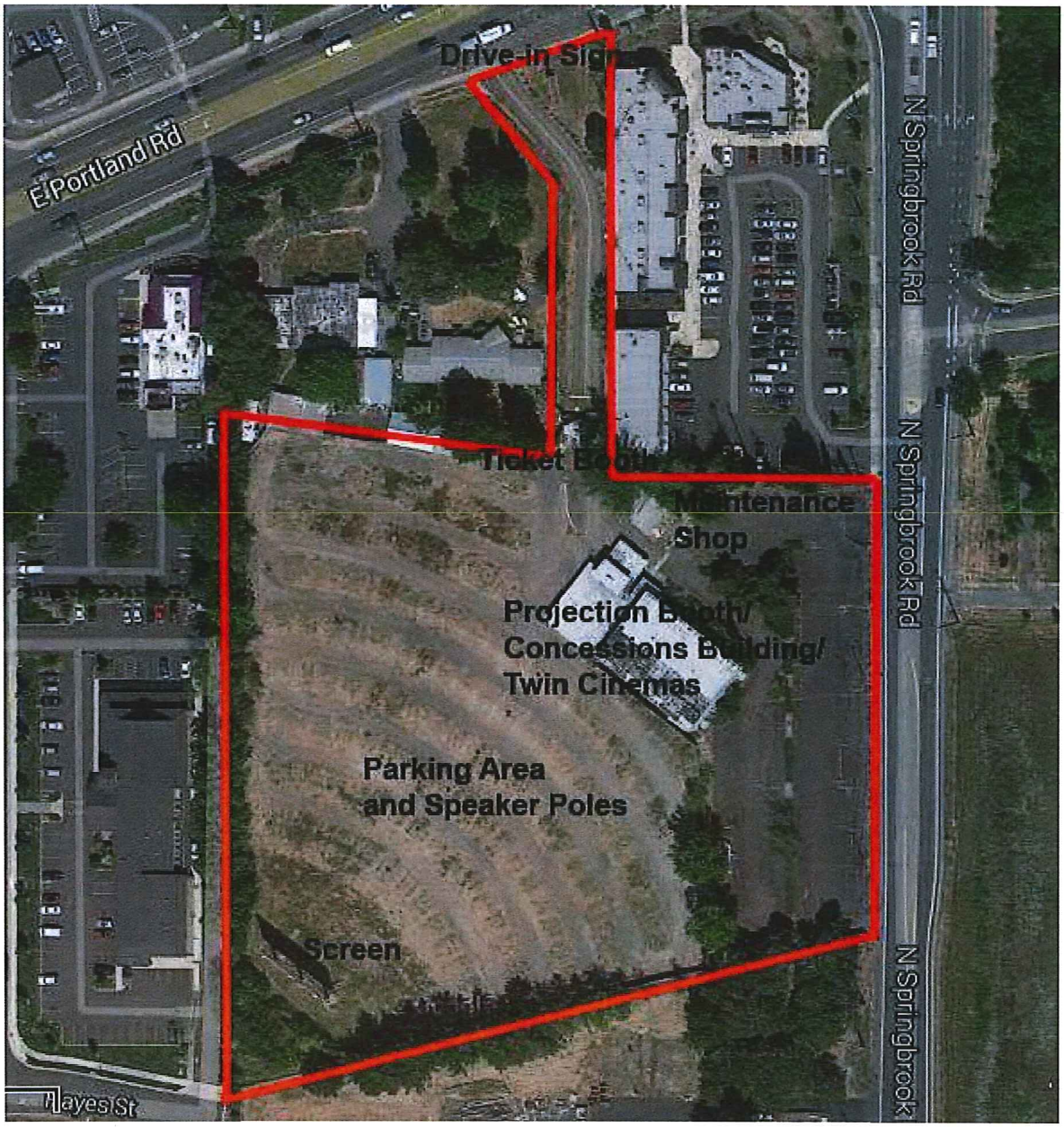

Figure 3 – Detailed site plan of 99W Drive-In Theatre

Figure 4 – Newspaper ad advertising opening day. Courtesy of Brian Francis collection.

1953 (July)
showed: Sea Devils
Below The Sahara

99-W Drive-In Theater Will Open July 31

Nearing completion with the most modern outdoor motion picture equipment on the market being installed, the new 99W drive-in theatre will be opened here the night of July 31, under the management of J. T. Francis and sons.

Located just one-half mile from the east Newberg city limits, the drive-in theatre will have an entrance on Portland road and an exit on Fernwood road. Space is provided for 300 automobiles, each to be equipped with speakers. A 50-foot wide picture will be shown on the giant screen which has been installed.

Refreshments will be served from a snack bar situated in the building at the rear of the lot. The same building will house a generator and men's and women's rest rooms on the first floor and a projecting room with the latest in commercial projection equipment on the second floor.

Figure 5 – Newspaper article about the upcoming opening of 99W Drive-In Theatre. Courtesy of Brian Francis collection.

99W Drive-In
Newberg, Yamhill Co.

Photo 1 of 1: Ticket booth, view facing south

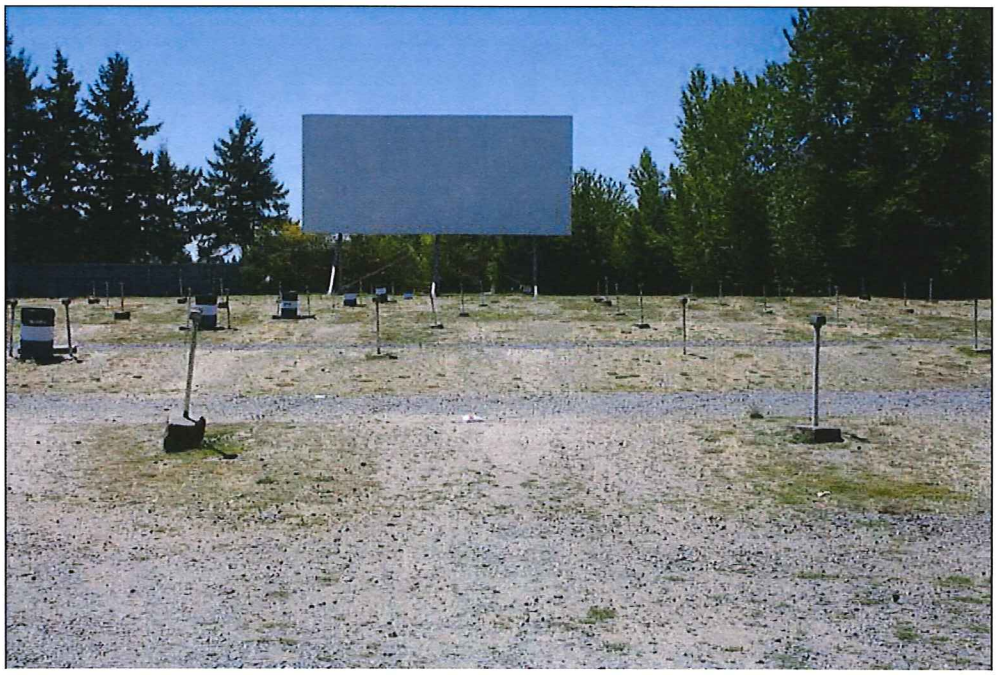

Photo 2 of 12: Parking area and screen, view facing southwest

99W Drive-In
Newberg, Yamhill Co.

Photo 3 of 12: 99W Drive-In sign, view facing east,
photograph by Brian Francis

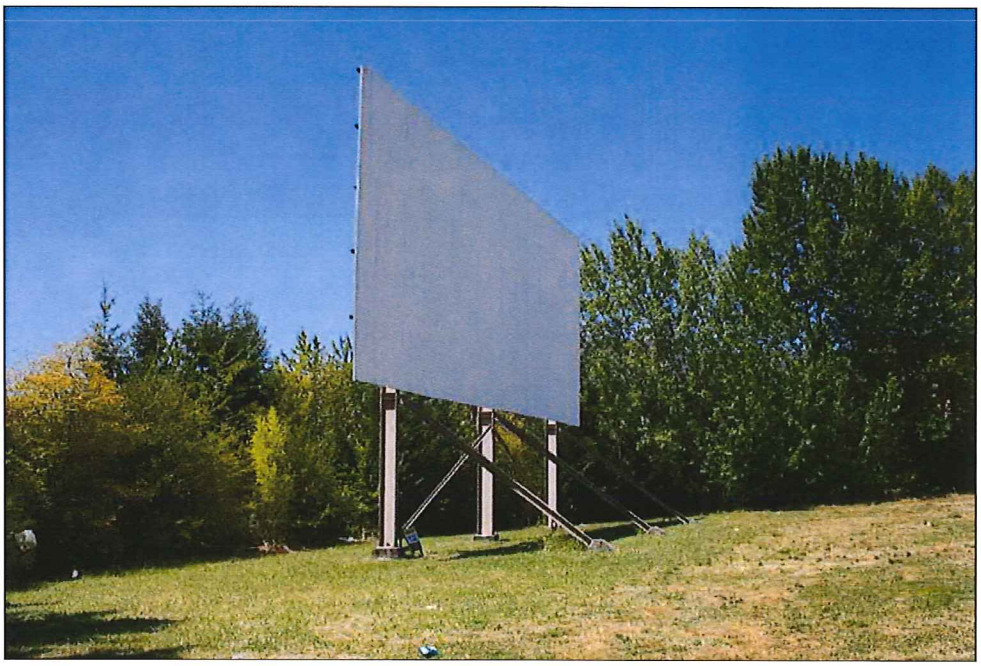

Photo 4 of 12: 99W Drive-In screen, view facing west

99W Drive-In
Newberg, Yamhill Co.

Photo 5 of 12: Concessions/projection building, view facing east

Photo 6 of 12: Entrance road to 99W Drive-In,
view facing north towards Highway 99W

99W Drive-In
Newberg, Yamhill Co.

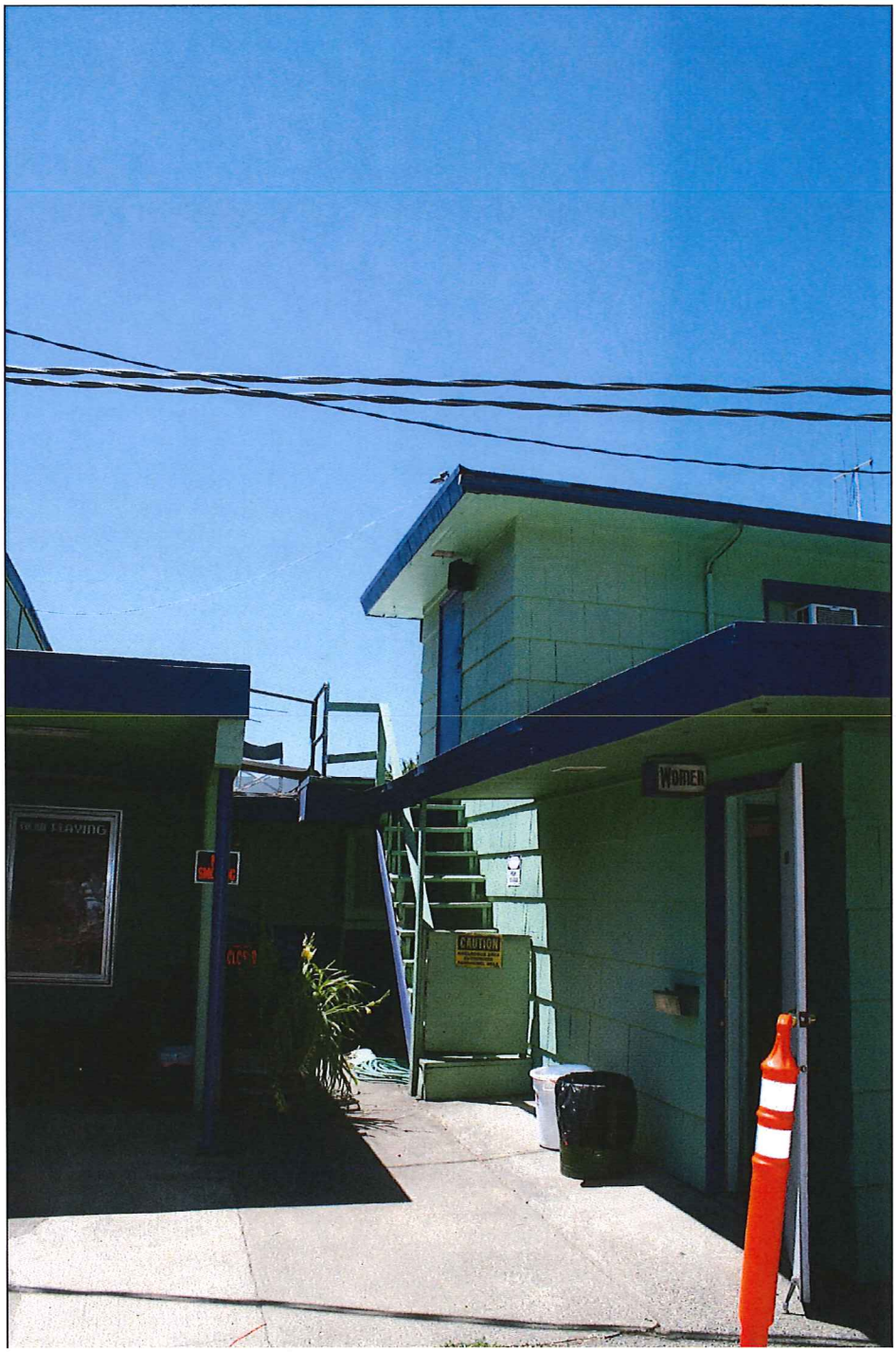

Photo 7 of 12: Juncture between concessions/projection building and Twin Cinemas, view facing southwest

99W Drive-In
Newberg, Yamhill Co.

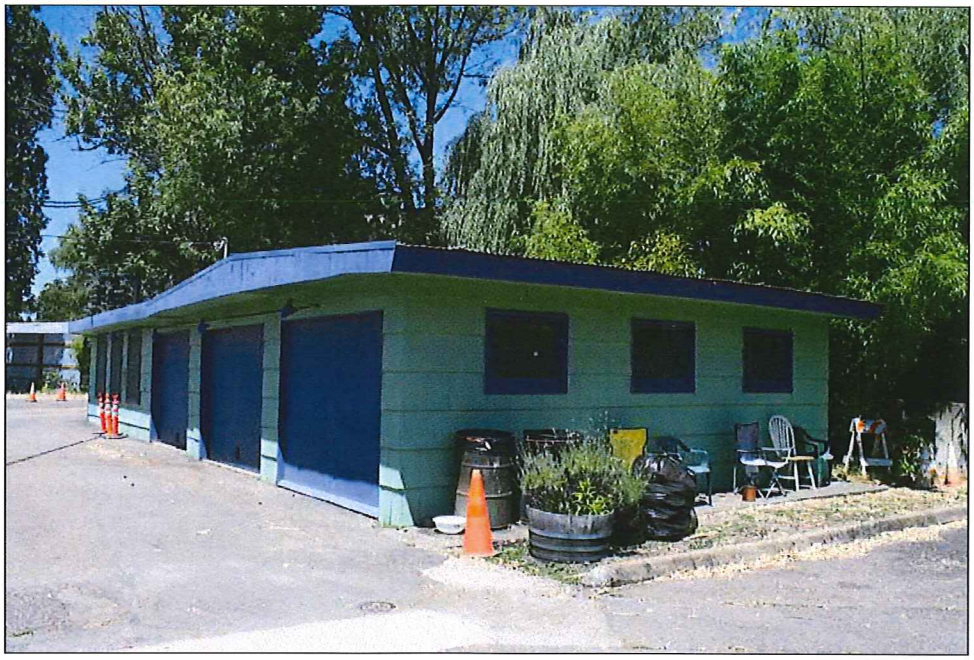

Photo 8 of 12: Maintenance building, view facing north

Photo 9 of 12: Twin Cinemas, view facing southwest

99W Drive-In
Newberg, Yamhill Co.

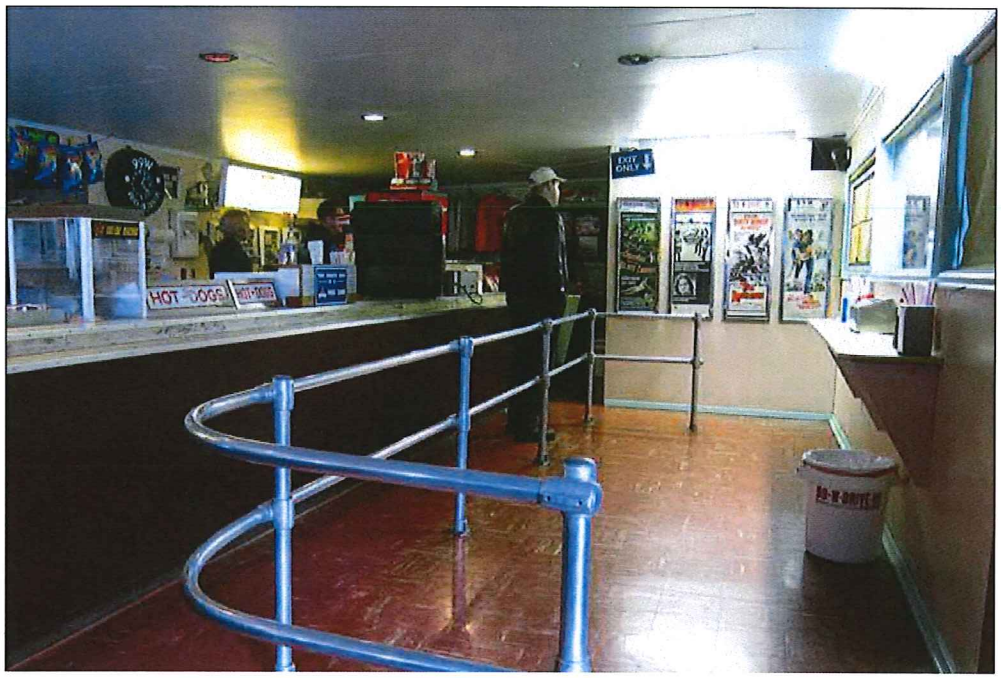

Photo 10 of 12: Interior image of the concessions section of the concessions/projection building, view facing southeast

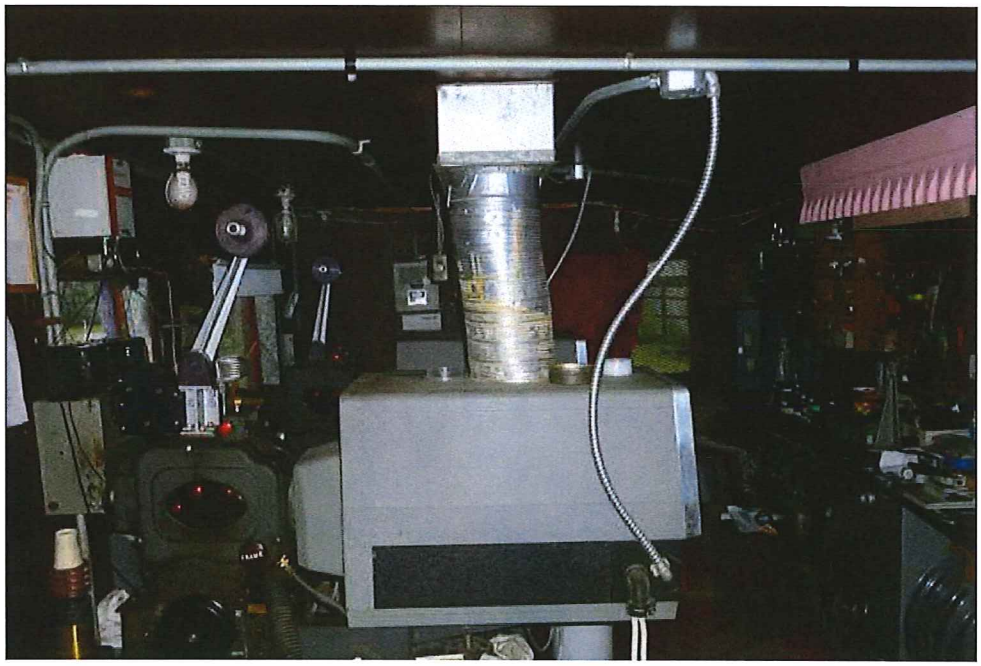

Photo 11 of 12: View of left side of original Motiograph projector inside the projection booth, view facing west.

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Photo 12 of 12: 99W Drive-In sign at night, view facing east