

ADELINE DALEY

At the Movies, Drive-In Style

In reading the drama page reviews of several movies we've seen at drive-in theaters where they have had first-run showings, I keep wondering whether the critics and I are seeing the same films.

Of course, I have a pretty fair hunch that they view them in more comfortable surroundings than I do. For instance, I felt that I WAS "The Spy Who Came in From the Cold" when I finally located our automobile one fog-swept night after getting lost when taking one of the kids to the rest room.

I doubt too, that the critics are pummeled from all sides by a carload of their kids playing musical chairs with the seating arrangements. Even if I'm lucky enough to have some of the little ones fall asleep, it isn't too enjoyable watching the rest of the film, hammerlocked to the door in a position only a wrestler could endure.

Yet I do feel that the critics would serve their readers bet-

ter if they occasionally reviewed the movies at a drive-in. Not because of the aforementioned hazards, but because they are overlooking one of the most important factors which contribute to the success or failure of a movie exhibited at a drive-in—the concessionaire.

Indeed, the craftsmanship of this vital department is so all-encompassing that perhaps more than one person should be singled out for recognition.

I would like to call attention to the artistry that goes into the making of the Technicolor documentary on food which is shown at intermission to acquaint patrons (and your hungry kids, now awake) with the numerous items being sold at the snack bar. Why they call it a "snack bar" I'll never know, because you could select a different entree every night and still not go hungry. The only drawback being that you'd have to keep seeing the same double bill.

Some critical mention should be made, too, of the talents of the announcer whose dulcet tones keep coming in on your car loudspeaker, reminding you that "you have just ten more minutes to visit the snack bar . . . You have nine minutes and 50 seconds to visit the snack bar . . ."

Where the critics could play the most important role of all would be in advising their readers that—"Although the hamburgers at the Moonlight Drive-In show great promise, they run a little thin in the middle."

And, "For an American-made pizza, those served at the Starbeam Drive-In run the gamut of flavors from anchovies to salami."

And I, for one, would like to be in attendance the "opening night" (of a new item for the snack bar) to be able to congratulate the concessionaire and tell him, "I think you've got a hit on your hands!"

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