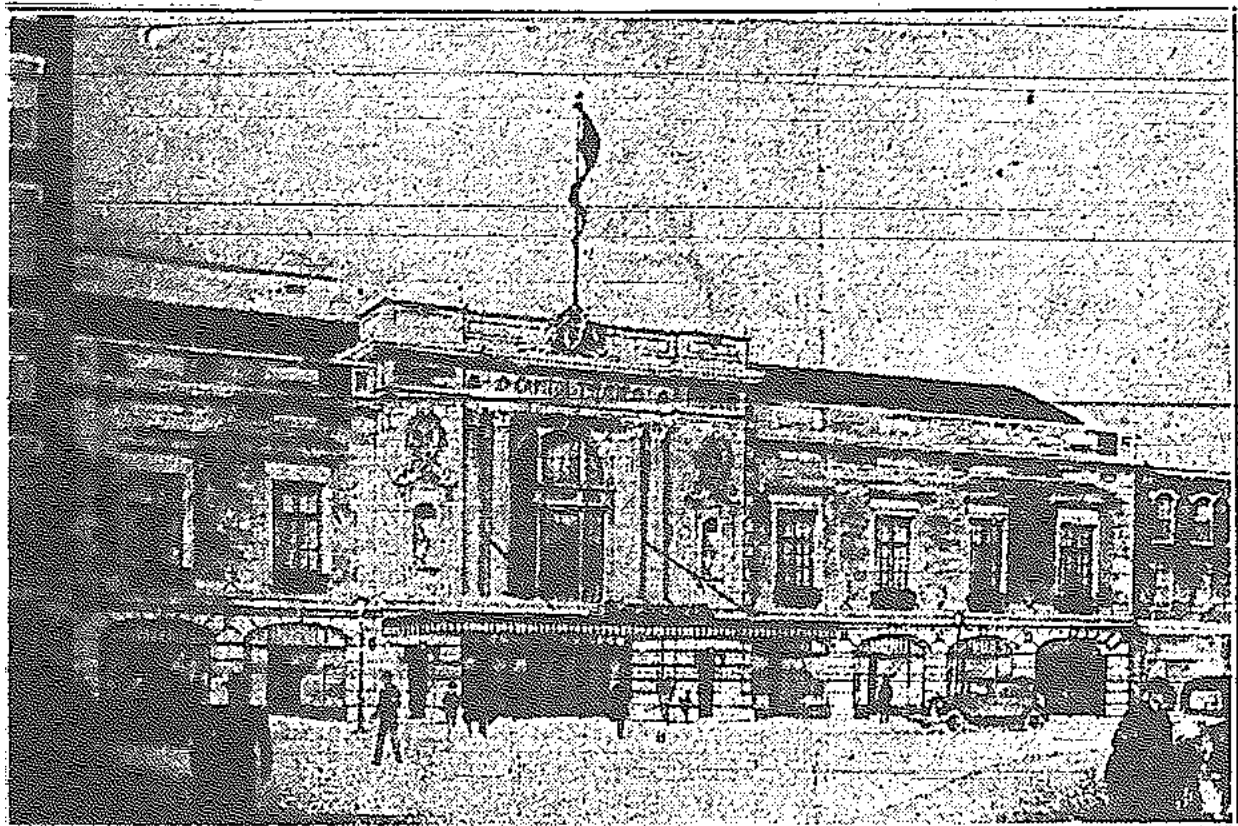


**CAPITOL THEATRE – WHEELING, WEST VIRGINIA – compiled and transcribed by Charles A. Julian – May 2009**

- "Wheeling's Million Dollar Theatre To Open Shortly." *Wheeling Register*, November 4, 1928, Section 1, p. 4.
- "New Capitol Theatre, Finest In State Throws Open Doors Thanksgiving." *Wheeling Register*, November 25, 1928, Section 3, p. 10.
- "New Capitol Theatre Last Word In Modern Playhouse." *Wheeling Register*, November 26, 1928, p. 4.
- "New Capitol Theatre Built and Equipped In This City." *Wheeling Register*, November 27, 1928, p. 4.
- "Army of Men Installing 3,000 Seats At New Capitol Theatre." *Wheeling Register*, November 27, 1928, p. 4.
- "May Build 8-Story Hotel Over Capitol Theatre." *Wheeling Intelligencer*, November 27, 1928, p. 21.
- "Speed Work of Theatre Seat Installation." *Wheeling Register*, November 28, 1928, p. 4.
- "Varied Program for Opening of the New Capitol Theatre." *Wheeling Register*, November 28, 1928, p. 7.
- "New Capitol Theatre Opens in Wheeling on Thursday." *Wheeling Register*, November 28, 1928, p. 11-13.
- "Capitol Theatre Seating 3,000 Opens Doors Today." *Wheeling Register*, November 29, 1928, Section 2, p. 11. [advertisement]
- "Packed House at Capitol For Opening Day's Shows." *Wheeling Register*, November 30, 1928, p. 15.
- "Steele Likes Reception Here." *Wheeling Register*, November 30, 1928, p. 17.
- "New Capitol Theatre Opens With Big Show and Crowds." *Wheeling Intelligencer*, November 30, 1928, p. 10.
- "Capitol Offers Brilliant Show." *Wheeling Register*, December 1, 1928, p. 4.
- "New Capitol Starts Second Week With Brilliant Program." *Wheeling Register*, December 2, 1928, Section 3, p. 10.
- "Street Angel at the Capitol." *Wheeling Register*, December 2, 1928, p. 10. [advertisement]
- Wheeling Register*, December 3, 1928, p. 4. [advertisement]
- "Capitol Offers Great Program." *Wheeling Register*, December 4, 1928, p. 4.
- "Capitol Pleasing To Big Crowds." *Wheeling Register*, December 5, 1928, p. 4.
- "Capitol Theatre Entertainers Honored With Bosch Radio." *Wheeling Register*, December 8, 1928, p. 4.
- "Sessue Hayakawa In Person At The Capitol This Week." *Wheeling Register*, December 9, 1928, p. 9.
- "Street Angel..." *Wheeling Register*, December 9, 1928, p. 10. [advertisement]
- "41,893 Attend the Capitol." *Wheeling Register*, December 9, 1928, p. 10.
- "WWVA." *Wheeling Register*, December 9, 1928, Section 5, p. 3.

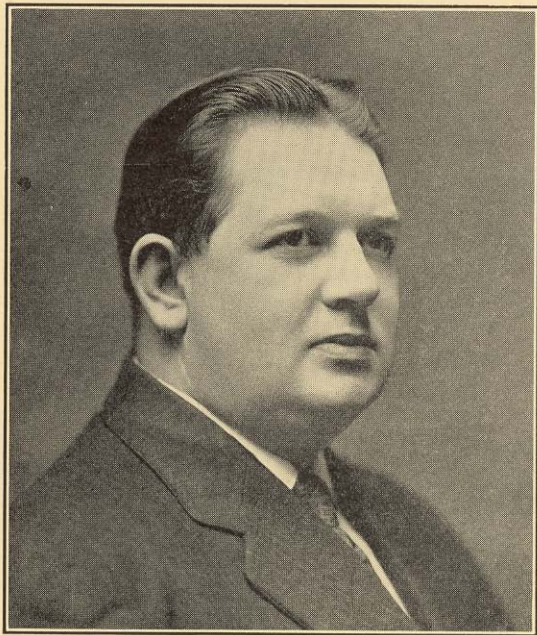


**CHARLES W. BATES**

CHARLES W. BATES—Wheeling: Architect and engineer; was born December 27, 1879, in Wheeling; received early education in public schools of Wheeling and graduated from Armour Institute of Technology, Chicago in 1902. He is a member of the University, Fort Henry and Country Clubs of Wheeling. Member of the First Presbyterian Church. Democrat.



CHARLES W. BATES



**KITCHIN, R. B.**, Wheeling; building contractor; has constructed the following buildings: Neuralgylne Building, Wheeling; Paul O. Reymann Packing Plant, Wheeling; National Bank of W. Va. Building, Wheeling; Morgantown High School, Morgantown; Scottish Rite Cathedral, Wheeling; Hub Building (north) Wheeling; Rex Theatre, Wheeling; Peoples National Bank, Steubenville, Ohio; Farmers and Merchants Bank, Bellaire, Ohio; business address, 801-803 National Bank of W. Va. Building.

Wheeling *Intelligencer* September 19, 1927, p. 7.

### **Issue Capitol Theatre Building Permit**

[Drawing At Heading of Text]

A building permit authorizing the construction of the new Capitol Theatre, Tenth and Main streets, was granted by Building Inspector Joseph Coberley, Saturday. The structure will cost approximately \$ 250,000. The work will be in charge of R.R. Kitchen contracting company.

Permits were also issued to:

Spears Brothers, to install plumbing and fixtures at McColloch and Fourteenth streets. Estimated cost \$ 200.

Board of Education, to move a frame building at 44 Eoff street. Estimated cost \$650.

*Wheeling Register*, September 18, 1927, p. 3.

### **ISSUE PERMIT FOR THEATRE**

**Estimated Cost of New**

**Building Is Quarter**

**Million Dollars**

A permit for the construction of the new Capitol Theater building at Tenth and Main streets was issued yesterday by City Building Inspector Joseph R Coberley. The new theater will cost \$250,000 according to the permit estimate.

Other permits issued yesterday were:

Spears Brothers, plumbing and fixtures, McColloch street, cost \$200.

Board of Education, move frame building, 44 Eoff street, \$650.

**Workmen Hurt at Theater  
Site When Platform Falls**

**Condition of Injured  
Pair Not Determined  
As Yet Stated**

Vincent Loose, 43 of Brookside, and Emil Noak, 53 of Brookside, employees of the R.R. Kitchen company, were seriously injured late yesterday afternoon, when working at the new Capitol theater building at Bridge and Main streets when a platform between the two first floor girders collapsed.

The men were caught beneath timbers, and other debris in the collapse. They were extricated and taken to the Ohio Valley General hospital where it was said last night their condition was not definitely ascertained.

Apparently there were no eye witnesses to the accident, accounts of employes [sic] differing. The distance the men dropped was considerable, and the effects of the fall alone, plus that of the weight of debris which fell on them caused their injuries. Wheel barrows and other equipment on the platform fell with the men.

The cause of the collapse of the platform is not definitely known it was said.

Wheeling Register – July 8, 1928, Section 1, p. 7.

**New Capitol Theatre Interior Last Word in Theatrical Dressing  
Contracts Are Let for Luxurious Appointments – Super Organ to  
Be Outstanding Feature – Equipment Experts From All Sections  
Of Country Consulted on Plans**

[Facility Drawing Inserted In Story]

Owners of the New Capitol Theatre, which is rapidly nearing completion on Main street, awarded many important contracts during the past week, covering the many luxurious interior appointments Wheeling's de luxe playhouse will boast of when thrown open to the public. The New Capitol Theatre will be unlike any previous theater in the city – former theaters having been built to house a show, while the capital [sic] will be a show place in itself. Progressive demands of present day showgoers make it necessary to depart from the usual and compels the builders to devote more time and attention in attractiveness and physical luxuries. No expense was spared in the selection of seats, interior draperies, stage decorations and scenery, while the nationally known Marr and Coulton Pipe Organ company were awarded the contract for the installation of their newest super organ, an instrument that is designed to be one of the outstanding features of Wheeling's new palace of entertainment.

The Marr & Coulton company is recognized as the leading pipe organ builders of the United States, and the selection of the huge 1,700 pipe four manual organ will afford local showgoers the ultimate in organ music. Mr. Coulton, the designer of Marr & Coulton organs, who was a visitor in the city, made a minute inspection of the auditorium, proscenium arch, footage and space of the theater and has agreed to build an organ of absolute individuality, one that will be perfectly suited to the theater.

Another large contract was awarded to the E. H. Stanord Manufacturing company, of Chicago, for the complete seating of the theater. The chair selected is the Roxy type, with the widely discussed "wing back," upholstered in leather and mohair, and equipped not only with spring bottoms, but spring backs as well, affording the most commodious and restful chairs money could buy. This particular chair was selected by the national board of education as America's "correct posture chair," a chair that affords absolute comfort, yet keeps the one occupying it in a perfectly healthful pose.

The Holak Scenic Studios of New York City were awarded the contract for the stage decorations and scenery, and when one considers the Holak company have the exclusive contracts for equipping all the new erected Keith theaters with stage decorations, a certain feeling of satisfaction is evident. Special futuristic designs will be incorporated in the treatment of the stage creations, and scenes most pleasing to the eye will be manifest. The acoustic and optical advantages of the stage arrangement will provide effective and afford the stage presentations a most gorgeous background.

Great care is being exercised in maintaining the predominating color scheme of decorations, which will be in ivory tones, dull gold and old rose, all harmoniously blended, avoiding any gaudiness and yet distinctly unusual, and particularly appealing to the eye.

The promenades, retiring and smoking rooms will be executed in flawless appointments with many features new to the theater world. Each one a novelty and luxuriously furnished.

When completed, the Capitol will favorably compare in gorgeousness of decoration, completeness of equipment and conveniences for patrons with the finest theaters of the capitals of the world, and will be a show place of not only the city but the entire state.

The exact date for opening of Wheeling's new palace of entertainment has not been definitely determined, but every effort is being made to open it at the very earliest date.

## **NEW CAPITOL THEATRE MODEL OF EXQUISITE ARCHITECTURE**

### **Barricade Removed, Reveals Hand- Some Structure In All Its Beauty**

The past week saw the complete removal of the unsightly barricade that has for many months hidden the almost ceaseless activities of workmen on Wheeling's new amusement place, the Capitol theatre, which is rapidly nearing completion on Main street, and the public in general has at last been afforded an unobstructed view of the full beauty of this impressive structure—a building of which Wheeling can well be proud. The new building itself is of such attractiveness that it already is being spoken of as the most beautiful structure in the city and the finest theatre between Pittsburgh and St. Louis.

Thousands of local people, as well as thousands of fair visitors in the past few days, have stopped, craned their necks, and drunk in the beauty of the impressiveness of the building.

The front of the theatre is not only imposing and artistic, but typifies an air of refinement that is only too seldom carried out in the building of theatres – completely devoid of gaudiness and unnecessary fanciness, and displaying a most modest style of architecture, yet forcibly bring out that certain creation of solidity that instantly compels attention.

The most artistic treatment of the front occurs immediately over the main entrance of the theatre proper, where an artistic arched window, fully two stories in height, with double Corinthian columns at either end, and the name of "CAPITOL THEATRE" inset in gold over the top is seen.

The remainder of the doors and windows are gracefully squared and arched, all in keeping with the same modest treatment of ornamentation and trimmings.

Entirely finished in the highest quality of especially prepared glazed terra-cotta, the front is truly a work of art.

Work on the interior of the building is being pushed forward and it will be but a matter of weeks until the doors of the theatre will be swung open to the anxious public of Wheeling.



*Wheeling Register* – September 26, 1928, p. 16.

# **NEW ADDITION FOR THEATER**

**Permit Authorized for  
Store Rooms to Cost  
\$ 15,000 Here.**

The Capitol Theatre company yesterday was granted a permit by City Building Inspector Joseph R. Coberley to construct a brick and tile addition to the theatre building to cost \$15,000. The addition will be between the theatre building and the Hawley building, the space originally reserved for the lobby of a hotel to be constructed over the theater building at a later date.

The new addition will house store rooms until such a time as the hotel plans mature. C.W. Bates is architect and R.R. Kitchen is contractor.

John Holt was given a permit for the installation of plumbing and fixtures at 4339 Wetzel street to cost \$225.

# Wheeling's Million-Dollar Theatre to Open Shortly

New Capitol Theater Is Having  
Finishing Touches Placed on It

Definite announcement for the  
opening of the Capitol theater.

Wheeling's new million dollar  
amusement palace will be made  
within the next week, as practi-  
cally all construction work has  
been completed, and last week saw  
the commencement of the installa-  
tion of the countless furnishings,  
additional decorations, etc., which  
prepares the way for the most  
completely appointed theater in  
the state of West Virginia.

With the most imposing front of  
any building in the city of Wheel-  
ing, the public can but guess what  
hidden surprises the interior holds  
in store for them, but all will agree  
that if the interior is but com-  
parable with the exterior, local  
theater-goers will have something  
they might well be proud of.

No expense has been spared in  
securing the latest devices for the  
perfect presentation of pictures  
and stage attractions—the latest  
motion picture projectors, the  
finest and most expensive sound  
projectors, conveyers and ampli-  
fiers for the new sound or "talk-  
ing" movies; special illuminative  
effects, the plant Marr and Coulton  
four manual organ, which alone  
cost \$50,000, which is equipped  
with a hydraulic lift that will  
elevate the organist from the depth  
of the orchestra pit and to the level  
of the stage, affording each and  
every person in the theater an  
uninterrupted view of both console  
and organist. One of America's  
foremost solo organists has been  
secured to handle the intricate  
organ, and from all reports both  
he and the possibilities of the organ  
itself will be a sensation.

Mrs. Schoenleber, well known in-  
terior decorator, associated with  
the Stone and Thomas Company,  
has collaborated with C. W. Bates,  
architect, for the special furnish-  
ings and appointments of the foyer,  
mezzanine floor and retiring rooms,  
which will command instant and  
lasting attention, as well as being  
unrivalled beauty spots of the in-

terior. Two wondrous wall hang-  
ings will grace huge spaces just  
inside the main auditorium, luxuri-  
ous in appearance and gorgeous  
in detail. These hangings alone  
represent a cost of over \$4,000.

Seats, floor coverings, draperies,  
stage scenery and everything will  
be of the highest quality and order  
and all harmoniously blending into  
the general color scheme of Wheel-  
ing's newest triumph.

Watch the papers for opening

"Wheeling's Million-Dollar Theatre to Open Shortly." *Wheeling Register*, November 4, 1928, Section 1, p. 4.

## **Wheeling's Million-Dollar Theatre to Open Shortly**

### **New Capitol Theatre Is Having Finishing Touches Placed on it**

Definite announcement for the opening of the Capitol theater, Wheeling's new million dollar amusement palace will be made within the next week, as practically all construction work has been completed, and last week saw the commencement of the installation of the countless furnishings, additional decorations, etc., which prepares the way for the most completely appointed theatre in the state of West Virginia.

With the most imposing front of any building in the city of Wheeling, the public can but guess what hidden surprises the interior holds in store for them, but all will agree that if the interior is but comparable with the exterior, local theater-goers will have something they might well be proud of.

No expense has been spared in securing the latest devices for the perfect presentation of pictures and stage attractions – the latest motion picture projectors, the finest and most expensive sound projectors, conveyers and amplifiers for the new sound or "talking movies," special illuminative effects, the giant Marr and Coulton four manual organ, which alone cost \$50,000, which is equipped with a hydraulic lift that will elevate the organist from the depth of the orchestra pit and to the level of the stage, affording each and every person in the theater an uninterrupted view of both console and organist. One of America's foremost solo organists has been secured to handle the intricate organ, and from all reports both he and the possibilities of this organ itself will be a sensation.

Mrs. Schoenloeb, well-known interior decorator, associated with the Stone and Thomas company, has collaborated with C. W. Bates, architect, for the special furnishings and appointments of the foyer, mezzanine floor and retiring rooms, which will command instant and lasting attention, as well as being outstanding beauty spots of the interior. Two wondrous wall hangings will grace huge spaces just inside the main auditorium, luxurious in appearance and gorgeous in detail. These hangings alone represent a cost of over \$4,000.

Seats, floor coverings, draperies, stage, scenery and everything will be of the highest quality and order and all harmoniously blending into the general color-scheme of Wheeling's newest triumph.

Watch the papers for opening.

## **New Capitol Theatre, Finest in State Throws Open Doors Thanksgiving DeLuxe Performance Will Inaugurate Luxurious Playhouse on Main Street**

[ILLUSTRATION OF BUILDING WITH CAPTION - CAPITOL THEATRE – IS AT HEAD OF TEXT]

The most auspicious theatrical opening in the history of Wheeling will take place Thanksgiving Day when the beautiful new Capitol theater will swing wide open its doors and welcome its first enthusiastic audiences.

The early opening is coming as a surprise as few realize that this luxurious amusement structure was ready to welcome people of the Wheeling district. Not only is the playhouse the most magnificent edifice in the Ohio valley but it ranks with the finest theater of the United States. It is the largest and most magnificently equipped show house in West Virginia.

Not only is the theater itself a vision of beauty and comfort; but a most impressive program policy will prevail at all times in the Capitol. A wonderful entertainment in exquisite surroundings is the ideal of its promoters.

The initial program will be in keeping with the exciting and delightful spirit attending a first opening. A de luxe stage presentation with about twenty-five people in the entertainment will feature the Thanksgiving show. The playhouse opens at 1 o'clock in the afternoon and will present continuous performances until 11 o'clock at night.

John Steele, the famous American tenor, who has won great distinction in concert work and who is classes as one of the most distinguished musical comedy stars, will be heard in "Songs You Like to Hear." Mr. Steele is starting an extensive concert tour early in January, so Wheeling is fortunate, indeed, in being able to hear him at this time.

Roger Murrel's "Fantastic Studio," with a cast of eight singularly attractive people, will be another high light in the initial bill. This is a melodious futuristic novelty, all the members of the company being proven artists. Frampton and Hewitt, Ralph Wylie, Bernadine Hill, Esther Crawford, Maxwell Ellis and Marionne Ellis make up this talented organization.

Parish and Peru, versatile and internationally known stars will be seen in "Kings of Pantomime." An oddity of comedy and song will be presented by the Three Adrians, while the famous Italian sensationalist, Trella, with the aid of a clever company, will give a startling novelty presentation.

A story of men who idle and girls who support them will be thrillingly presented in the first film attraction at the Capitol. This is a colorful, thrilling photodrama entitled "Romance of the Underworld," featuring beautiful Mary Astor. The movie is a modernized screen version of the great stage play by Paul Armstrong. It gives revealing peeps through the shutters of a whispering joint and the charming curtains of a happy home.

Direct for a sixty-day engagement as guest organist at Buffalo, N.Y., "Dusty" Rhodes, noted organist, who has been such a distinct hit over radio station WJZ as well as in leading theaters of the country. In obtaining Mr. Rhodes as the organist at the Capitol, the management has used rare discernment and artistic judgment.

The fine initial program is but a foreshadowing of the good things to follow. Bookings have already been made for the showing of "Street Angel," "Four Sons," "Surprise," "Revenge" with Dolores del Rio, D.W. Griffith's "Battle of the Sexes," "The Woman Disputed" with Norma Talmadge, "The Red Dance," and "Four Devils."

High type stage presentations as well as movietone and vitaphone offerings will feature the coming programs.

The presentation of this brilliant array of stage artists, the fascinating, latest movietone acts and the colorful, thrilling cineograph romance as the first program in this beautiful new theater will afford a surpassingly attractive entertainment.

Due to a marvelous combination of colors, the exquisite workmanship in every minute detail of the structure, and the installation of every possible comfort-giving device, immediate entrance in the playhouse gives the theater patron a delicious sense of being in delightfully, intimate surroundings. The wonderfully, harmonious working out of the architect's dream creates an atmosphere of warmth and friendliness. Gone is the cold feeling that the patron usually has in the old-fashioned gaudy theater. He feels not in a "show" place, but in a home place of charming restfulness and soothing beauty.

**New Capitol Theatre, Finest in State Throws Open Doors Thanksgiving**  
**DeLuxe Performance Will Inaugurate**  
**Luxurious Playhouse on Main Street**  
**[continued]**

The building itself throughout is a marvel of harmonious beauty. The predominating color scheme is composed of mulberry, delicate green tones, ivory and various shades of golden russet. The effect achieved by this unusual color combination is most artistically appealing. The color treatment and the embellishment of the interior is greeted with appreciation at the first glimpse by the beauty-loving patron.

The graceful curved ceiling seen as soon as the foyer heading from the entrance is passed, is a creation of rare symmetry and a model of beauty. This arch is over the stairs leading to the unusually spacious balcony and to the entrance to the main auditorium. The foyer is exceptionally large and includes two box offices assuring patrons prompt attention.

The mezzanine floor has comfortable lounging rooms, attractively furnished and most modernly equipped for both men and women. Public telephone booths have also been installed.

The Capitol is so constructed that it has perfect sighting – the view is unhampered in any section of the theater, from even the remotest corner of the magnificent auditorium or the balcony, the view is perfect.

The beauty-lover will delight in the proscenium arch. This part of the stage in front of the curtain is a marvel of delicate grace and color. Beautiful figures of perfectly artistically proportions adorn the arch. The effect achieved is never for a moment of one of ornateness or gaudiness, but only of finished artistry, fastidious and consummating taste.

The walls of the auditorium are divided into large panels quite devoid of carvings and have a narrow border of raised plastering that will gracefully frame gorgeous silken panels.

From every angle, the Capitol is marvelously equipped. One of the most outstanding features is the grand Murr and Colton organ costing \$50,000, which is decorated in harmony with the surroundings of the playhouse. The glorious instrument is the only one of its kind in the district, having four manuals. It is possible to achieve practically any effect, from a siren's shriek to the soft, delicate tinkling of bells in the distance, on this wonderful organ.

Western Electric sound projectors of the news type have been installed to correctly amplify the newest talking and musical pictures. These motion picture machines have been installed in the operator's booth, one being just for the silent films, another for "talkies," and the third one for emergency.

In building and opening this beautiful theater in the heart of the city, the promoters have displayed a wonderful faith in the future progress of the community.

## **May Build 8-Story Hotel Over Capitol Theatre**

### **FOUNDATION WAS PLACED TO CARE FOR EIGHT MORE STORIES**

### **LOBBY OF HOTEL, IF PLANS ARE COMPLETED, WILL BE ON SECOND FLOOR**

### **WILL DECIDE BY DEC. 1 IF HO- TEL WILL BE ERECTED ON THE SITE**

An eight-story hotel may be erected over the new Capitol Theatre, which opens Thursday afternoon. The plans, as proposed before work on the new theatre was started about a year and a half ago, call for eight more stories onto the present two-story structure. The steel and foundation of the theatre was placed to specifications for a ten-story building. Final decision on whether or not the hotel plans will be carried out, will be made before December 1. The lobby of the hotel would be on the second floor. It would take in the space over the store rooms and the lobby of the theatre, with an entrance at the north part of the building, where two store rooms are not built in.

If the plans for the hotel are carried out, this would give Wheeling another fine hotel to its credit. The city already has a fine reputation for its hotel accommodations.

### **More About Theatre**

Everything has been done to make the accommodations as comfortable for theatre patrons as possible. Arrangements have been completed where patrons may drive directly into the big Capitol Garage, next door to the theatre, park the cars and enter the theatre through a special entrance from the garage. This will eliminate inconvenience during wet weather, or in the winter time.

The ticket booths will expedite entrance to shows during rushes. The seats are arranged with six isles. The cloak rooms are located on the mezzanine floor.

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### **CENTRAL UNION TRUST IS FINANCIAL AGENT**

All financial arrangements of the Capitol Theatre Company are handled by the Central Union Trust Company, as agents. The Trust Company has been making a specialty of such large jobs as "million dollar deals" and has plenty of experience as agents for large firms and corporations.

---

### **GREER AND LAING HAD BUILDERS' EQUIPMENT**

The builders' hardware used in the construction of the Capitol Theatre building was furnished by the Greer & Laing Company, of Wheeling. Many of the largest buildings in this district were erected with the aid of Greer & Laing builders' hardware.

ADMISSION

60c

THURSDAY ONLY

West Virginia's

# FINEST THEATRE

---Gala Opening---

## THANKSGIVING DAY

*The Mightiest*

### STAGE <sup>A N D</sup> SCREEN REVUE

*Wheeling Has Ever Seen*

ADMISSION

60c

THURSDAY ONLY

JOHN STEELE

AMERICA'S MOST  
FAMOUS TENOR  
FEATURES THE

MAMMOTH STAGE FROLIC

MOVIE-TONE

PRESENT THE  
SCREEN COMEDY  
DRAMA HIT

"ROMANCE OF THE UNDERWORLD"

DOORS  
OPEN  
12:30

Dusty Rhodes AT THE \$50,000 MARK AND COLTON Wonder-Organ

DOORS  
OPEN  
12:30

SURPRISES  
NOVELTIES  
FEATURES

1

TO  
CONTINUOUS  
FOUR SHOWS

11

THE UTMOST  
IN BEAUTY  
and COMFORT

## COME EARLY FOR SEATS

**CAPITOL  
WHEELING'S  
NEW MILLION DOLLAR  
AMUSEMENT WONDRLAND  
GALA OPENING**

**3000 SEATS  
THE  
SHOWPLACE  
OF  
WEST  
VIRGINA**

**3000 SEATS  
A  
NEW ERA  
IN  
ENTERTAIN-  
MENT**

**THURSDAY**

**THANKSGIVING  
AFTERNOON AND EVENING**

**NOV. 29<sup>TH</sup>**

**VITA-  
PHONE**

**De Luxe  
STAGE  
Presentations**

**SURPRISES  
NOVELTIES**

**ONLY  
THE  
BEST**

**LUXURY  
BEAUTY**

**Advanced  
SCREEN  
Attractions**

**MOVIE-  
TONE**

**A WHEELING INSTITUTION**

With a generous spirit of progressiveness, and unlimited confidence in the future of Wheeling, a group of its most representative citizens have banded themselves together, and have created and given to our city, a most magnificent Theatre, one that rivals the finest in the land. Large, commodious and beautiful in every appointment and furnishing, The Capitol Theatre marks a new era in the presentation of stage and screen entertainment. It is the aim of its management to give the local showgoers not only the best offerings of the stage, but the latest and finest of the screen, together with the most wonderful musical programs the city has ever known. Remember our promise.

**THE CAPITOL'S FIRST MIGHTY OFFERING**

Text In Promotional Boxes

All Star Stage De Luxe Presentation  
The Famous American Tenor  
**JOHN STEELE**  
Popular Victor Recording Artist  
The Highest Salaried Star Ever in Wheeling

Roger Murrell's  
Fantastic Revue  
A Blend of Beauty and Melody

Parish and Peru  
Kings of Pantomime

3 Adrains  
The Screamsters

Trella and Co.  
European Sensationalists

AMERICA'S GREATEST STARS  
CLARK and McCOLLOUGH  
IN "THE INTERVIEW" – MOVIE-TONE

SPECIAL ORGAN PRELUDE

DUSTY \$50,000  
RHODES

WONDER  
ORGAN

At the  
Hear Dusty Play the Finest Organ in West Virginia



**3000**  
SEATS

**CAPITOL**

**3000**  
SEATS

THE  
SHOWPLACE  
OF  
WEST  
VIRGINIA

**WHEELING'S**  
NEW MILLION DOLLAR

A  
NEW ERA  
IN  
ENTERTAIN-  
MENT

**AMUSEMENT WONDERLAND**

**GALA OPENING**

**THURSDAY**

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AFTERNOON AND EVENING

**NOV. 29<sup>TH</sup>**

VITA-  
PHONE

**STAGE**

Presentations

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LUXURY  
BEAUTY

**Screen**

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MOVIE-  
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De Luxe  
Presentation

THE FAMOUS AMERICAN TENOR

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Popular Victor Recording Artist

The Highest Salaried Star Ever in Wheeling

Hooper Mitchell's

**Fantastic Revue**

A Blend of Beauty and Comedy

**3 Admirals**

The Screen Stars

**Parish and Peru**

Admiral's Entertainment

**Trella and Co.**

European Sensationalists

AMERICA'S GREATEST STARS

**CLARK and McCOLLOUGH**

IN "THE INTERVIEW" - MOVIE TONE

**SPECIAL ORGAN PRELUDE**

DUSTY  
RHODES  
at the

**\$50,000**

WONDER  
ORGAN

Hear Dusty Play the Cloud Organ in West Virginia

SEE AND  
HEAR

**SCREEN**

SCENE and  
SOUND

THE YEAR'S MOST THRILLING COMEDY DRAMA

WILLIAM  
FOX  
PRESENTS

**ROMANCE  
OF THE  
UNDERWORLD**



Adapted from two  
weeks record run  
at the  
ROXY

**MARY ASTOR**

ROBERT ELLIOTT - BEN BARD - JOHN BOLES

Presented by THE CAPITOL Theatre - Wheeling, West Virginia

WITH

**MOVIE TONE ACCOMPANIMENT**

**3 DAYS  
ONLY**

**THURSDAY-FRIDAY-SATURDAY**

**3 DAYS  
ONLY**

Wheeling Register  
November 28, 1928

SEE AND HEAR  
SCREEN  
SCENE AND SOUND  
THE YEAR'S MOST THRILLING COMEDY DRAMA  
WILLIAM FOX PRESENTS

## **ROMANCE OF THE UNDERWORLD**

Direct from two weeks record run at the ROXY

with  
**MARY ASTOR**  
**ROBERT ELLIOTT – BEN BARD – JOHN BOLES**

Suggested by PAUL ARMSTRONG'S stage play – Screenplay by SIDNEY LANFIELD and DOUGLAS DOTY  
WITH  
MOVIETONE ACCOMPANIMENT

**3 DAYS  
ONLY**

**THURSDAY- FRIDAY – SATURDAY**

**3 DAYS  
ONLY**

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### **From Internet Movie Database:**

Mary Astor gives a strong performance playing a gangster's girlfriend who works in his nightclub, but when the place gets raided a kindly cop asks her basically "What's a nice girl like you doing working in a place like this?". He gives her ten bucks to get her started on a new life and she decides to give it a go. Answering a want ad for waitresses ("good figure required") to work at a businessman's lunch place, she gets herself hired, serves a meal and spills water on good-looking businessman Stephen (John Boles), all the while going to night school studying shorthand and typing. Well, by coincidence, she ends up Stephen's new secretary, and before you know it - his new wife. But he has no idea about her sordid past!

This silent film is very fast-paced and entertaining...[and] the story ... completely interest[ing]. Ben Bard, as the gangster Mary Astor is hooked up with in the early parts of the film, is dapper, slick, and suitably despicable in his bad man role, John Boles is his usual self, kind of boring but adequate. Mary Astor is great and helps make this film a good one, and I love the performance given by Robert Elliott as the good-hearted cop who helps her. An excellent film.

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### **What is Movietone?**

#### **Movietone sound system**

The **Movietone sound system** is method of recording sound for moving pictures which guarantees synchronization between the sound and the picture. It achieves this by recording the sound as an optical strip on the same strip of film used to record the pictures. It was invented in 1924 by Freeman Harrison Owens with his creation of the Movietone camera. It first entered commercial use when Fox Film Corporation bought the entire system including the patents in 1926. Fox also hired Theodore Case (1888-1944) and Earl I. Sponable (1895-1977) to merge Case's sound-on-film patents with Owens's work, and with German Tri-Ergon patents to create the Fox Movietone system.

<http://www.statemaster.com/encyclopedia/Movietone-sound-system>

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**NOTE: \$ 1 MILLION in 1928 is equivalent to \$ 12.5 MILLION in 2008 dollars**

<http://oregonstate.edu/cla/polisci/faculty-research/sahr/cv2008.pdf>

## **New Capitol Theatre Opens in Wheeling On Thursday**

Caption Above Picture:

Wheeling's New Million Dollar Theater

[Picture at Head of Text]

Caption Below Picture:

Here is front view of The Capitol Theatre, which has cost over a million dollars. It is located at Tenth on Main street, and has a "patron's garage" connected with an entrance. It is the most beautiful theatre in this district.

## **LUXURIOUS AMUSEMENT HOUSE OPENS THANKSGIVING AFTERNOON**

**Initial Entertainment to Be on Stage and Screen;  
John Steele Heads Program.**

**Noted Tenor to Sing; Perfect View of Stage Can  
Be Had From Any Nook in Theater.**

The new Capitol Theatre opens Thursday. Wheeling's "Million Dollar Playhouse" open its door at one o'clock Thanksgiving afternoon. It will be the most auspicious opening of any theatre in the history of this city. It will be the most luxurious theatre in the state [or in] the district. Besides being the most beautiful in the state it ranks as one of the best in the country when it comes to equipment.

A most pleasing program has been worked out by Manager George Otte for the opening day and the balance of the week. Stage and screen presentations are on the program. A wonderful entertainment, with exquisite surroundings, should attract one of the largest crowds of theatre-goers in the history of the tri-state district. There will be at least 25 people in the cast of the stage presentation while "Romance of the Underworld" will be the gripping screen offering.

John Steele, the famous American tenor, who has won great distinction in concert work and who is classed as one of the most distinguished of musical comedy stars will be heard in "Songs You Like to Hear." Mr. Steele is going on an extensive concert tour early in January so Wheeling is fortunate in being able to hear him at this time.

## **Futuristic Novelty**

Roger Murrel's "Fantastic Studio," with a cast of eight singularly attractive people, will be another high light in the initial bill. This is a melodious futuristic novelty, all the members of the company being proven artists. Frampton and Hewitt, Ralph Wylie, Bernadine Hill, Esther Crawford, Maxwell Ellis and Marionne Ellis make up this talented organization.

Parish and Peru, versatile and internationally known stars will be seen in "Kings of Pantomime." An oddity of comedy and song will be presented by the Three Adrians, while the famous Italian sensationalist, Trella, with the aid of a clever company, will give a startling novelty presentation.

A story of men who idle and girls who support them will be thrillingly presented in the first film attraction at the Capitol. This is a colorful, thrilling photodrama entitled "Romance of the Underworld," featuring beautiful Mary Astor. The movie is a modernized screen version of the great stage play by Paul Armstrong. It gives revealing peeps through the shutters of a whispering joint and the charming curtains of a happy home.

Direct for a sixty-day engagement as guest organist at Buffalo, N.Y., "Dusty" Rhodes, noted organist, who has been such a distinct hit over radio station WJZ as well as in leading theaters of the country. In obtaining Mr. Rhodes as the organist at the Capitol, the management has used rare discernment and artistic judgment.

## **New Capitol Theatre Opens in Wheeling On Thursday [continued]**

### **Just a beginning**

The fine initial program is but a foreshadowing of the good things to follow. Bookings have already been made for the showing of "Street Angel," "Four Sons," "Surprise," "Revenge" with Dolores del Rio, D.W. Griffith's "Battle of the Sexes," "The Woman Disputed" with Norma Talmadge, "The Red Dance," and "Four Devils."

High type stage presentations as well as movietone and vitaphone offerings will feature the coming programs.

The presentation of this brilliant array of stage artists, the fascinating, latest movietone acts and the colorful, thrilling cineograph romance as the first program in this beautiful new theater will afford a surpassingly attractive entertainment.

### **Intimate Surroundings**

Due to a marvelous combination of colors, the exquisite workmanship in every minute detail of the structure, and the installation of every possible comfort-giving device, immediate entrance in the playhouse gives the theater patron a delicious sense of being in delightfully, intimate surroundings. The wonderfully, harmonious working out of the architect's dream creates an atmosphere of warmth and friendliness. Gone is the cold feeling that the patron usually has in the old-fashioned gaudy theater. He feels not in a "show" place, but in a home place of charming restfulness and soothing beauty.

### **Harmonious Beauty**

The building itself throughout is a marvel of harmonious beauty. The predominating color scheme is composed of mulberry, delicate green tones, ivory and various shades of golden russet. The effect achieved by this unusual color combination is most artistically appealing. The color treatment and the embellishment of the interior is greeted with appreciation at the first glimpse by the beauty-loving patron.

The graceful curved ceiling seen as soon as the foyer heading from the entrance is passed, is a creation of rare symmetry and a model of beauty. This arch is over the stairs leading to the unusually spacious balcony and to the entrance to the main auditorium. The foyer is exceptionally large and includes two box offices assuring patrons prompt attention.

The mezzanine floor has comfortable lounging rooms, attractively furnished and most modernly equipped for both men and women. Public telephone booths have also been installed.

### **Unhampered Sighting**

The Capitol is so constructed that it has perfect sighting – the view is unhampered in any section of the theater, from even the remotest corner of the magnificent auditorium or the balcony, the view is perfect.

The beauty-lover will delight in the proscenium arch. This part of the stage in front of the curtain is a marvel of delicate grace and color. Beautiful figures of perfectly artistically proportions adorn the arch. The effect achieved is never for a moment of one of ornateness or gaudiness, but only of finished artistry, fastidious and consummating taste.

The walls of the auditorium are divided into large panels quite devoid of carvings and have a narrow border of raised plastering that will gracefully frame gorgeous silken panels.

### **Marvelous Equipment**

From every angle, the Capitol is marvelously equipped. One of the most outstanding features is the grand Murr and Colton organ costing \$50,000, which is decorated in harmony with the surroundings of the playhouse. The glorious instrument is the only one of its kind in the district, having four manuals. It is possible to achieve practically any effect, from a siren's shriek to the soft, delicate tinkling of bells in the distance, on this wonderful organ.

Western Electric sound projectors of the news type have been installed to correctly amplify the newest talking and musical pictures. These motion picture machines have been installed in the operator's booth, one being just for the silent films, another for "talkies," and the third one for emergency.

**New Capitol Theatre Opens in Wheeling On Thursday [continued]**

**A Great Faith**

In building and opening this beautiful theater in the heart of the city the promoters have displayed a rare and wonderful faith in the future progress of the community.

There is no doubt that the new Capitol is the most pretentious and magnificent project undertaken by any Wheeling district business men in years. Foremost leaders of business and commerce in the district have made this magnificent creation in years.

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**Strope Sign Co. Builds  
Gas Tube Signs for  
The Capitol Theater**

The large electric and neon sign at the entrance of the new Capitol Theater was constructed and erected by the Strope Sign Company of this city. The local concern landed the contract in competition with some of the largest sign manufacturers of this state and district.

It has been customary for Wheeling district merchants to call on Chicago and New York companies for fine electrical sign displays but in the past few months the Strope Sign Co has been meeting such out of town competition with rare success.

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**Greenlee, of Bellaire,  
Does Fine Glasswork**

J.R. Greenlee company, of Bellaire, has added another large building in their long list in this section which are equipped with Greenlee glass. The doors, windows and all inside glasswork of the Capitol building is furnished by the Bellaire firm.

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**The Front Electrical Company Gets Large  
Lighting for Capitol Theatre**

The lighting equipment of the new Capitol Theatre has, after months of strenuous work, been completed by the Front company, the work being personally supervised by Mr. A.K. Clifford of that company.

The effects and designs are far above the slightest imagination and clearly demonstrates the result of months of tedious work in getting the designs and effects to comply with the architecture.

The four large exterior brackets are made of solid bronze and cost upwards of one thousand dollars. On entering the lobby of this gorgeous structure, one is confronted with a beautiful cylinder type lantern with prism heads, and wall pocket lanterns on side walls opposite ticket booths. These same alluring lantern style units, are seen in the foyer only larger in size to conform with the high ceiling.

The four main fixtures in the auditorium are well worth any person's time to see, as they are by far the most elaborate in the Ohio valley. Each measuring eight feet in diameter, contain hundreds of amber color prisms and diffusing bowl which cast a spell of enchanting mellow light throughout the entire auditorium.

The stage lighting, dressing rooms and auxiliary room have the last word in modern lighting and no effort or expense has been spared in giving the players every comfort, as well as theatre patrons something unusual.

The Front Company is certainly to be congratulated on this gleaming installation, as well as the architect, Mr. Chas. W. Bates of this city.

**Heating, Plumbing and Ventilating Systems  
Installed by H.E. Neumann Company**

The proper circulation and heating of the air in the new Capitol theater has been guaranteed by the installation of two ventilation units and two large steel boilers.

These ventilating units each supply 45,000 cubic feet of fresh air per minutes in the auditorium alone. This air is purified by a special filtration system.

Proper humidity and heat will be assured by the two large boilers which have been installed to supply steam throughout the building.

The rest rooms for men and women have all been equipped with modern fixtures. These are situated on each of the main floors.

---

**JOHN STEELE,  
FAMOUS TENOR,  
HEADS PROGRAM**

**Magnificent New Thea-  
tre is One of Finest in  
The United States**

**De Luxe Stage Presenta-  
tion Features Initial  
Entertainment.**

Thanksgiving Day marks the most impressive and long awaited opening of the New Capitol theatre of Wheeling. Never before in the history of the city has such breathless suspense attended an amusement event in the district. When the first lines mark their way to the boxoffice windows in the gorgeous playhouse, a new era of entertainment will have been started in the Ohio Valley.

A vision of beauty and comfort will dazzle the theatre patrons when the doors of the handsome edifice swing open to welcome its initial audiences. Ranking with the most modern and artistic playhouses of the United States, the new Capitol is not only the most magnificent and artistic playhouse of the Ohio Valley but of West Virginia as well.

Having as their ideal the presentation of a high type, well balanced and wonderful entertainment in surroundings of exquisite beauty, the Capitol management has taken special pains to see that the opening is a most auspicious one—one that will linger long in the memory of its first visitors within its beautiful walls.

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**DUSTY RHODES TO BE  
AT \$50,000 ORGAN**

**Famed Theatre and Radio Organist  
To Be at Manual of  
Capitol Organ**

"Dusty Rhodes," one of America's most outstanding organists, has been secured to properly present the new \$50,000 Wonder Marr and Colton organ at the new Capitol theatre, which opens on Thanksgiving afternoon and evening of this week.

Mr. Rhodes comes to Wheeling after many months' dickering with the managers of the Capitol theatre, for Mr. Rhodes, after all, is a man very much in demand. For the past three years he has been "Guest" or "Solo" organist in the Public theaters, and during that time has been heard in many of the largest theaters

throughout the country, including the Paramount theater, New York, where he work for two weeks in conjunction with Jesse Crawford.

He has also been heard many times "On the Air," his most recent broadcasting occurring from Buffalo, New York. Mr. Rhodes is a modest sort of fellow and has requested that little be said of his ability in advance, preferring to let "The Audience Be the Judge," and, after all, it's "The Patrons" who are to be pleased.

Well Dusty, let's see and hear what you can do, for after all, Wheeling show-goers are critical.

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### **Lee C. Paull Has the Insurance on Theater**

The Lee C. Paull insurance company has the insurance on the building. Insurance is carried on fire, accidents, storms, etc. Practically every form of insurance available is carried. Mr. Paull is president of the Capitol Theatre company.

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### **NEW CAPITOL THEATER WILL SEAT 3,000; NICE SOFT SEATS**

### **George Otte, Manager, is Youngest Theater Man- Ager in West Va.**

### **Stage of Theater Largest In City of Wheeling Being 44 Feet Wide**

The new Capitol theater, which opens Thursday afternoon, will seat 3,000 patrons on nice soft cushions. Not a seat in the house will be obstructed, giving every seated patron a clear view of the stage and screen. The stage is forty-four feet wide. This makes it the largest stage in the city of Wheeling.

Three moving picture machines have been installed. They include a talkie machine and one for emergency. While arrangements will be made for as many worthwhile stage presentations as possible, the motion picture entertainment will be the chief offering.

One thing that assures good pictures at all times is that Manager George Otte has discarded the system of "block buying." That is buying a group of pictures, taking the good with the bad. The pictures will each be bought on the "approval plan." They will be exhibited to the officials of the theater, and if not believed deserving, will be turned down until only the very best films are obtainable. This will permit the selection of only the best and leading production, those which have scored successes in other towns much larger than Wheeling.

### **Youngest Manager**

The selection of George Otte as manager of the playhouse has found favor with the theater fans throughout the Wheeling district. Mr. Otte has already proven himself an astute and able theater man in his long association with the Court and Victoria theaters. For a number of years he was treasurer of these theaters.

His pleasing, cheerful personality has won him countless friends. His knowledge of the theatrical business is exceptionally broad and has more than a dozen years association and experience in the show business behind him.

### **Artistic Colorings**

When the playhouse is opened the theater patrons will enter the largest playhouse in the district, equipped in the most modern style and decorated in the most artistic fashion.

The predominating notes of the color scheme are old rose, green and various tones of russet. The whole thing is a combination of delightful blended delicate shades.

**CAPITOL THEATRE SCENTED  
WITH EXPENSIVE PERFUMES**

For the opening of the new Capitol Theatre the Geo. E. Stifel Co. have furnished a very expensive perfume to be used for the purpose of having a very pleasing odor greet the first night patrons.

The perfumery to be used is Isabey's Mimosa, and it has a very delicate scent and will not clash with any other type of perfumery that milady may be using. It will be sprayed on the backs of the seats and throughout the lobby and mezzanine.

---

**The Copper Marques  
Made and Erected by  
Adkins Roofing Co.**

At the entrance of the new Capitol theater one cannot help noticing the beautiful, artistic copper marquee. The Adkins Roofing company who had charge of this work took great pains to make everything harmonize with the rest of the surroundings.

---

**Philip Carey Firm  
Covered the Roof**

The roof of the new theatre building was covered by the well-known firm of Philip-Carey Company of Wheeling. Fire-proof roofing is placed on the roof of the structure under the expert workmanship of the Carey Employees [sic].

---

**Sam Crowe Completes  
Painting Contracts**

Sam Crowe, Bellaire, painter has completed his contract and the theater is resplendent in beautiful interior decorations done by the men working under Mr. Crowe. Mr. Crowe does not specialize in this kind of work, but the results of his Capitol job entitle him to the rank. All woodwork, staircases and moulding in the theater were touched up in fine style.

---

**R.R. Kitchen Finish  
Another Big Project**

The R.R. Kitchen company completes another of their construction achievements with the acceptance of the Capitol theater building by the owners and builders. The local concern has erected practically all of the larger construction jobs in this district. The building housing the new theater was one of the hardest of them all. A huge retaining wall, or foundation, was necessary in the back of the building, fronting the Pennsylvania railroad tracks and the river. The building is almost twice as high in the rear, measuring from the ground up, as it is on Main street.

The R.R. Kitchen Lumber company had the contract for all the lumber and millwork.



**New Capitol Theatre Opens in Wheeling On Thursday [continued]**

**A. Kutsch & Sons In**

**Beautiful Tile Work**

The vestibule and entrances of all public buildings are noted for their beautiful tile floorings done in varied and intricate designs. A. Kutsch & Sons, of Wheeling, are responsible for the beautiful tile work in the new Capitol theatre building. Large tile, small tile and tiles of all shapes and designs are woven into beautiful pictures on the floors and hallways of the million dollar structure.

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**Adkins Roofing Firm**

**Installed Heating**

The heating units for the big theatre building were installed by the Adkins Roofing company of Wheeling, on concrete. The building is guaranteed to be as warm on the coldest day of winter as is necessary to be comfortable for the patrons. Adkins Roofing has installed a new system of theatre heating units.

---

**Schenerlein Company**

**Installs Sheet Metal**

The Capitol theatre will be properly ventilated in both winter and summer by means of the type of sheet metal work which has been installed by Schenerlein Company. The cold winds of winter months will not penetrate through the walls and the warm air of the hottest summer day will not affect the temperature of the theater on the inside.

---

**STONE & THOMAS**

**DRAPERIES, RUGS**

The interior furnishings and draperies used in the Capitol theatre are from the Stone and Thomas department store. The contract for the inside furnishings covered the entire theater and the expert interior decorators of Stone and Thomas completed an excellent piece of work with their taste for the appropriate.

---

## **Wheeling Firms Did Most of Work On New Theatre**

### **MATERIALS, EQUIPMENT AND LABOR FROM WHEELING SECTOR**

**Good-Sized Fortune is  
Spent in Electrical  
Equipment of  
Theater.**

**Earl F. Summers, Wheel-  
ing Musician, Will  
Lead Talented Or-  
chestra**

From all quarters of the Wheeling district, materials, equipment and accessories necessary for the completion of the monumental new Capitol theater which opens Thanksgiving have been gleaned. Inasmuch as the magnificent structure is first of all an Ohio Valley project, the board of directors made every effort to make use of the resources of the district as much as possible. While of course in the erection of this million dollar playhouse it was impossible to get all materials right in the surrounding territory, it is surprising what a huge number of things were obtained in the district itself. It is estimated that over 300 accessories, general supplies and special equipment features were secured for the new Capitol right in the immediate vicinity.

Talented people of both sexes, experts in all lines and leading business concerns of the district were enlisted in the huge task of making this beautiful new theater a reality.

### **Fortune in Wiring.**

A good-sized fortune has been spent in equipping the theater electrically and much of this work has been done by the Front Electric company of Wheeling. Many miles of wire are wound throughout the edifice. The iron used in doors and the basis of the structure itself comes from the Moss Iron Works of this city. In order that the splendid amusement enter be made in the most modern and safe fashion, affording complete protection to the audience, the use of iron in the building total to a surprising tonnage. The R.R. Kitchen company acting in the capacity of general contractors used a number of Wheeling products in the general supplies needed in building work.

C.W. Bates, the architect, in evolving and creating the great plan for the theater, was careful to see that all materials of the greatest utility were combined with those of greatest artistic beauty in harmony with general plan were used.

To Mrs. Florence Schoenlaub, of Stone and Thomas company, goes the credit for much of the interior decorating work. To her was entrusted the selection of the hangings in the foyer, the mezzanine and the ladies' retiring room. Mrs. Schoenlaub has won a reputation for herself as an interior decorator of rare artistic sense and there is no doubt her selections will draw the praise of visitors to the Capitol theater.

In other departments where it was possible to use Wheeling talent, no effort was spared to secure it. It is interesting to note that the splendid Capitol theater orchestra is headed by a noted Wheeling musician, Earl F. Summers. Mr. Summers is a master of the violin, clarinet, and saxophone. He started to take an active part in Wheeling musical programs at the age of 16. He has been high in the ranks of musicians now for the past 18 years years [sic]. For nearly four years he was musical director of the Virginia theater, Wheeling. For three years he was conductor at the Savoy and Keith theaters of Washington, D.C., and lately finished a three-year engagement with the Court and Victoria theater of this city.

The Capitol orchestra under the direction of Mr. Summers will be a distinguished feature of the opening program at this magnificent playhouse Thanksgiving Day. Other attractive features will include brilliant stage presentation of 25 people with John Steele, noted American tenor, and the film attraction, "A Romance of the Underworld," with beautiful Mary Astor.

"Dusty" Rhodes, talented organist of national fame, will be at the \$50,000 four manual Marr and Colton organ, the only one of its kind in the Wheeling district.

**All  
Lighting  
Equipment**  
*and Illuminating Effects*

IN THE NEW

**Capitol Theatre**

*Installed by*

**The Front**  
**COMPANY**



1117 MAIN STREET

TELEPHONE 278

# **The R. R. Kitchen Lumber Co.**

**WHEELING, W. VA.**

**WE FURNISHED**

**THE LUMBER**

**AND**

**MILLWORK**

**FOR THE NEW**

## **Capitol Theatre**

# ELECTRIC AND NEON SIGNS

At the Entrance of the New

## CAPITOL THEATRE

Constructed and Erected by the

Phone

8 8 8

Whg.

# Strope Sign Co.

NEON, BULLETIN, ELECTRIC AND COMMERCIAL SIGNS

THE BEAUTIFUL

## ARTISTIC COPPER MARQUES

AT THE ENTRANCE TO THE

## CAPITOL THEATRE

WAS MADE AND ERECTED

By the

## ADKINS ROOFING CO.

86 Zane Avenue

Wheeling, West Virginia

WE DO ALL ROOFING, FURNACE AND  
SHEET METAL WORK

*When You  
Visit the New*

# CAPITOL THEATRE

*Note the Beautiful*

**TILE & MARBLE**

**RUBBER TILE**

**AND**

**BONDED INLAID**

**LINOLEUM**

*Installed by*

## A. KUTSCH & SONS

2135 Market Street

Telephone Wheeling 801

HEATING -- PLUMBING

*and*

VENTILATING SYSTEMS

*In the New*

CAPITOL THEATRE

*Installed by*

H. E. NEUMANN COMPANY

1425 CHAPLINE STREET

WHEELING, WEST VIRGINIA



## The Capitol Theatre Selected Its Lamps from Baum's....

The harmonious beauty of the interior of the Capitol Theatre required artistic treatment of furnishings. The Floor and Table Lamps used had to be in keeping with the richness of the surroundings. Of course, Baum's was the logical place in which to look for such artistic Lamps. We appreciate the honor and wish the Capitol much success.

DIAMONDS : WATCHES : OBJECTS D'ART

THE  
**LIBERTY**  
THEATRE

CONGRATULATES

The Owners and Management  
of the

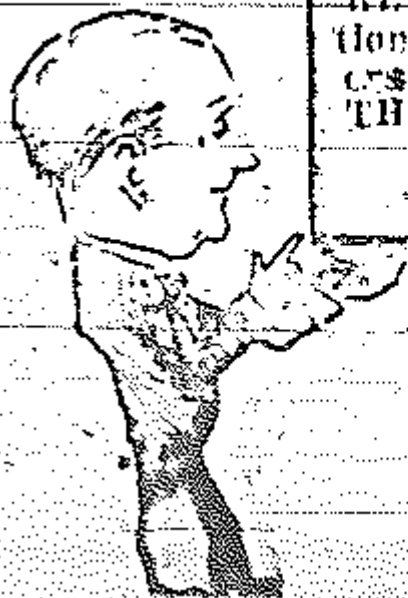
**CAPITOL THEATRE**

on their splendid new theatre and  
welcomes them on their opening on

**THANKSGIVING DAY**

REX Management and staff extend congratula-  
tions and wish the Best of Luck to the Own-  
ers and Management of the new CAPITOL  
THEATRE.

REX Management and Staff.





# **STRUCTURAL STEEL**

Furnished By

**J. E. MOSS**  
**Iron Works**  
**WHEELING, W. Va.**  
Wheeling 4550  
28th & Chapline Streets

This SIGN on Any Construction Job  
Means Just One Thing---

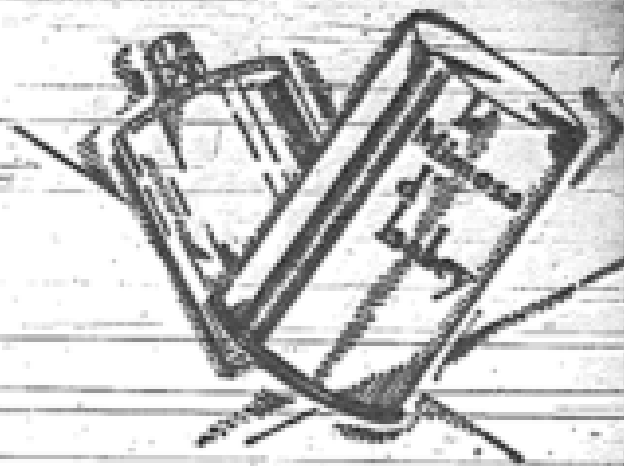
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*The Best in Quality  
and Service*

---

We Furnished The Structural Steel  
Used in The New

**Capitol Theatre**



## ISABEY of PARIS

PRESENTS  
THE NEWEST OF FLORAL ODEURS

### MIMOSA

THE captivating floral odours of Isabey are already acknowledged the leaders of today's vogue for floral fragrances. And now Isabey presents a new floral parfum—the exquisitely lovely Mimosa. Enchanting, wholly charming, Le Mimosa d'Isabey is the true fragrance of the Mimosa flower of France. And, since fashion decrees the complete parfum ensemble, this rarely lovely odour may be had in Toilet Water, Face Powder and Dusting Powder. Sold Exclusively by Geo. E. Stifel Co.

The New Capitol Theatre  
Will Be Perfumed  
With this Exquisite Odeur

On the Opening Day Through  
the Courtesy of

*Geo. E. Stifel Co.*

**Prof. E. Summers to  
Conduct Orchestra  
Local Man to Be Musical Director  
at New Million Dollar  
Theater**

When it came to the matter of selecting a conductor for the music to be furnished at the Capitol theater, the management selected a Wheeling boy---Prof. Earl Summers, a resident of Wheeling Island, and while he is a local boy, he is quite an experienced chap. For many years he was seen and heard in dance orchestras in and around Wheeling. Later he developed into a full fledged orchestrarian, later he became leader, or conductor of the Virginia theater orchestra, and thousands will remember the "Summer's Programs," at the Virginia theater. Later he was induced to leave Wheeling where he secured a position as assistant leader in the Keith's theater in Washington, D.C. More recently he was heard as the conductor of the Court theater orchestra, and now he will again be heard at Wheeling's new million dollar theater.

Mr. Summers is not only a most polished musician, but a most capable leader, and with his great opportunity ahead of him, there is no doubt that he will make the people of Wheeling talk over his orchestra at the Capitol.

---

**J.E. Moss Iron Works  
Furnished Much Steel**

Plenty of steel went into the making of the new Capitol Theatre. The J.E. Moss Iron Works of Wheeling furnished this important requisite to the structure. The structural work was installed capable of holding more stories. This was done as an 8-story hotel may be erected over the theatre.

Hundreds of tons of steel were necessary to be placed before the concrete and bricks was built around it.

---

**JOHN PAPULIAS FOSTERED IDEA  
TO BUILD BEAUTIFUL THEATER**

**Former Wheeling Thea-  
ter Man is Now Resident  
Of Steubenville.**

**Worked Hard to Enlist  
Aid of Wheeling Men in  
Building Playhouse.**

John Papulias, formerly of Wheeling and now of Steubenville, O, has the distinction of having fostered the first ideas for the erection of the beautiful new Capitol theatre of Wheeling. He was the first man to note the need of another playhouse in the Ohio Valley.

Once having recognized the fact, he worked successfully to enlist the staunch support of leading men of the community. These men, gifted with foresight and possessing faith in the continuous progress and development of the surrounding district, combined in enlarging the original of Mr. Papulias into the tremendous project, which has resulted in the erection of this wonderful playhouse.

Mr. Papulias is an energetic, keen eyed man who knows the theatrical business from the ground up. He was associated with leading theatrical business organizations in the Wheeling district from the years 1907 to 1912. He then went to Steubenville, O. In the last fifteen years he has promoted the construction of the Strand and Olympic theatres of Steubenville.

With the completion of the Capitol theatre in Wheeling which will be marked by its grand opening on Thanksgiving day, Mr. Papulias is receiving the hearty congratulations of friends all over the Wheeling, Steubenville and Pittsburgh districts. To see his idea blossom into a \$1,000,000 reality which will bring limitless pleasure to thousands of people in the years to come is indeed a wonderful experience as well as great credit to his business acumen.

**J.B. Baum Co., Jewelers  
Supplied Table, Floor  
Lamps to New Theater**

Due to the marvelous color combinations, the exquisite details of the architecture used in the decorating of the interior of the New Capitol Theater, great care had to be exercised in the selection of the furnishings and accessories that were to grace the lounging rooms, lobby and foyer.

The wonderfully harmonious working out of the architect's dream to give the Capitol a warm and friendly atmosphere has been carefully carried out making the patron feel at home instead of a cold "show" place, as was the trend years gone by.

The various lamps that were to adorn some of the tables and consoles found in the lounging rooms were selected from Baum's unusual collection. Needless to say that they harmonize beautifully with the surroundings.

The Baum Company takes pride in the fact that Wheeling's newest and most beautiful theater have picked this store for their lamps.

Mr. J.B. Baum, in an interview with the writer, lauded the Capitol Theatre for its unusual beauty and comfort-giving appointments. "It will be a complete surprise to the Wheeling public," remarked Mr. Baum, "when they enter the Capitol and sense its majestic beauty. New York and Pittsburgh have nothing on Wheeling in fine theaters," continued Mr. Baum, "I wish the Capitol much success."

The fact that the Capitol Theater chose The Baum Company for its lamps is proof enough of the leadership this store enjoys in the community. Though mainly a jewelry shops, its Gift Ware section is an Art Shop in itself, featuring artistic wares from many foreign lands. There are rare bronze and marble statues, imported pottery, brassware, glassware, wall plaques, lamps and many other useful articles used to beautify the home.

WEDNESDAY, NOVEMBER 28, 1928.

# VARIED PROGRAM FOR OPENING OF THE NEW CAPITOL THEATER

An event long to be remembered in the Wheeling district will occur tomorrow when Wheeling's new million dollar playhouse, the new and handsome Capitol, will admit its first audiences. Great will be the wonder of the Thanksgiving audiences at the beauty, dignity and charm of the interior. The theater is the kind that Wheelingites have long dreamed of having, but which up to now has been but a visionary dream. Now that it is a reality Ohio valley people will feel great pride in the magnificent architectural achievement.

The opening is certainly an important event in the Wheeling district inasmuch as it adds to the Ohio valley an edifice which will be a source of pride for years to come as well as giving to the showgoer an ideal entertainment house.

The wonderful double stage and screen revue arranged for the opening is but a forerunner of many splendid programs to come, for it is the aim of the management to provide their theater patrons with only the best available talent. This pertains both to stage and movies.

John Steele, the distinguished American tenor on the opening bill at the Capitol, sets to a considerable degree the standard of entertainment which will be aimed at. Mr. Steele is not only a concert artist of fame, but has won great popularity through starring roles in Irving Berlin's "Music Box Revue" and Zeigfeld's "Fol-

lies" and a number of other notable productions. Surrounding this talented artist on the program will be found a most varied and attractive collection of players in a stage presentation of most colorful nature.

Frampton and Hewitt, Ralph Wylie, Bernadine Hill, Esther Crawford, Maxine Ellis and Marloune-Ellis appear in the futuristic novelty, "The Fantastic Studio." It is Roger Murrell's own conception of an artistic stage revue. Parish and Beru in "Kings of Pantomime;" the Three Adrians in an odd comedy skit and famous Italian sensationalist, Trella, with own company, in an intriguing novelty and the finishing stage touches to a brilliant first bill.

In addition the new Capitol is presenting "A Romance of the Underworld," a timely, colorful comedy drama, which will have Movie-tone accompaniment. The picture recently played at Roxy's theater, New York, with great success.

"Dusty" Rhodes, one of the country's most outstanding organists, will be at the new \$50,000 Marr and Colton wonder organ, while Prof. Earl Summers will direct the Capitol Grand orchestra in musical numbers in keeping with the occasion.

There is no doubt that tomorrow's opening of the beautiful new theater will be an event remembered for years because of the brilliancy of both place and entertainment.

**NEW CAPITOL THEATRE OPENS  
WITH BIG SHOW AND CROWDS**

**PUBLIC TAXES CAPACITY OF  
WHEELING'S MAGNIFICENT  
NEW PLAYHOUSE.**

**JOHN STEELE HEAD DIVER-  
SIFIED, CORDIALLY RED-  
CEIVED PROGRAM.**

From 1 o'clock Thanksgiving afternoon until the last show at night, amusement seekers jammed the Capitol, Wheeling's magnificent new playhouse, and cordially applauded the opening program. The Capitol's seating capacity being 3,000, and many standees in evidence for the whole continuous performance, it is estimated that at least 15,000 people attended.

The program was long, brilliant and well diversified. John Steele, famous concert tenor, whose considerable Broadway starring, radio and record work have made him a national favorite, was first of the features. In splendid voice, his rendition of "Song of the Soul" and other popular ballads brought down the house. "Sonny Boy," his encore, was received with equal enthusiasm.

**Extraordinary Picture.**

The picture, a Fox extraordinary production, was "A Romance of the Underworld," starring Mary Astor and a finely selected supporting cast. Depicting the spiritual regeneration of a cheap cabaret girl, and her finally successful quest for happiness, this film is one of the best of the season. Full Movietone accompaniment heightened the effects.

The four-manual \$50,000 Capitol organ, one of the finest and most extensively toned instruments ever built, was impressively inaugurated by "Dusty" Rhodes, well-known virtuoso. The Capitol Grand Orchestra, ten very competent musicians, led by Mr. Earl Summers, contributed masterly overture, accompanying and incidental numbers.

**Stage Offerings.**

The stage presentations included the Fantastic Revue, a company of brilliantly costumed and very clever violinists, singers and dancers; the Three Adorians, German comedians; Parish and Peru, accordion-pantomimists and acrobats, and Trella and Company, sensational cyclists, who climaxed their act by a "loop of death" in a large steel hoop. Each act was long applauded.

The lighting and scenic effects of the theatre are extremely attractive and colorful, but always in excellent taste. The same is true of the lavish decorations of the theatre, lobbies and stairways, and the smart uniforms of the attendants. Literally, no expense or pains have been spared to make the Capitol the amazingly beautiful and entirely comfortable theatre that it is.

WHEELING THRILLED AS NEVER BEFORE

AT  
YESTERDAY'S  
OPENING  
OF THE

**CAPITOL**

TRULY WEST  
VIRGINIA'S  
FINEST  
THEATRE

THOUSANDS TURNED AWAY

**Beautiful Beyond Description**

THE LAST WORD IN LUXURY, COMFORT AND APPOINTMENT

And a Marvelous

**STAGE AND SCREEN REVUE**

Another Surprise

**35c**

Matinee 1:30 to 5

SURPRISE AFTER  
SURPRISE

Awaits You at the

**CAPITOL**

Not Only Today But

**EVERY DAY**

Another Surprise

**50c**

Tonite, 5:30 to 11

TODAY & SATURDAY

**JOHN STEELE**

THE FAMOUS AMERICAN TENOR

AND

ALL  
STAR

**STAGE**

DE LUXE  
PRESENTATION

Dusty Rhodes **AT THE \$50,000 WONDER ORGAN**

**MOVIETONE**

Presents in Scene and Sound

**ROMANCE OF  
THE UNDERWORLD**

Clark and McCollough—The Interview

**1 11 - CONTINUOUS - 1 11**

3000  
SEATS

# CAPITOL

## THEATRE

3000  
SEATS

WHEELING'S NEW MILLION DOLLAR WONDERLAND OF AMUSEMENT.

**ALL WEEK THE BIG PARADE OF HITS STARTS ALL WEEK**

STREET  
ANGEL  
SHOWS  
AT  
1:00  
4:10  
5:30  
8:40

WILLIAM FOX Presents FRANK BORZAGE'S

# STREET ANGEL

with and



**JANET  
GAYNOR**



**CHARLES  
FARRELL**

STREET  
ANGEL  
SHOWS  
AT  
1:00  
4:10  
5:30  
8:40

**HEAR** THE BEAUTIFUL "ANGELA-MIA!"  
THE HAUNTING LOVE SONGS!  
THE AMAZING SOUND EFFECTS!

**SEE** THE SOUL-STIRRING LOVE SCENES!  
THE NERVE-TINGLING DRAMA!  
THE EYE-FILLING BEAUTY!

**THE PRIZE PICTURE OF THE YEAR**

10 REASONS WHY YOU MUST GO TO THE CAPITOL	
<p><b>SAFETY</b> Fireproof from top to bottom.</p> <p><b>SEATS</b> The most comfortable money could buy.</p> <p><b>SCENERY</b> The most beautiful stage creation to feast your eyes upon. \$50,000 ORGAN Giant Four Manual Marr &amp; Colton Wonder Organ. "DUSTY" One of America's Premier Organists to play for you.</p>	<p><b>VITAPHONE AND MOVIE TONE</b> Which have given life to the silent drama.</p> <p><b>PICTURES</b> The choicest productions of America's leading companies.</p> <p><b>STAGE ATTRACTIONS</b> Regardless of price, the BEST, and only the best. <b>ORCHESTRA</b> Capitol Grand Orchestra. Direction Prof. E. Summers. <b>BEAUTY</b> The Most Beautiful Theatre in West Virginia.</p>
<b>THE BEST OF EVERYTHING AT NO ADVANCE IN PRICE</b>	

**Personal Appearance on the Stage**

The Celebrated Japanese Screen Star

Daily at  
3:00, 7:30  
10:00  
Four Times Sat.

**SESSUE  
HAYAKAWA**

AND COMPANY IN

**"THE MAN WHO LAUGHED"**

JUANITA AND PACO --- MANLEY AND BALDWIN

**'DUSTY' AT THE GIANT MARR AND COLTON ORGAN**



THE COLTONS' THE

**35c**

1:00 to 5:30  
Children - 25c



**50c**

5:30 to 11:00  
Children - 25c