Let's Go To The Movies...



An Informal Compilation of Ads From "Wheeling's Finest Theatre"

Collected and compiled by Dr. Charles A. Julian, PhD

June 2009

Introduction



A recent Friends of Wheeling meeting, convened at the Capitol Theatre in downtown Wheeling, sparked many personal memories. It was fascinating to peer into the sparse dressing rooms and walk through parts of the building which I had never before seen.

As a Wheeling native, I recollected the many times that I visited the Capitol to see movies on its huge screen and to enjoy the refreshing air conditioning during hot, sticky summers (when the only home air conditioning was a coveted shady spot somewhere on the porch).

This visit rekindled an interest in conducting additional research into specifics related to this unique building. Research efforts led me to the microfilm newspaper collections at the Ohio County Public Library.

As I looked through this material, I began to wonder what kinds of movies and/or shows were held in the Capitol Theatre. So, I began a search for movie and other ads describing Capitol Theatre events.

The search was somewhat random in nature – I used the anniversary date of November 29th to retrieve newspaper ads. The images are scratchy looking due to the overuse of microfilm and ads were only captured and pasted into this document – no fancy graphics were utilized.

Nonetheless, I think that you find some interesting tidbits in these ads. From free giveaways like live rabbits or Elvis Presley souvenir leis to quirky movies including "Santa Claus Conquers The Martians" or "Love Slaves of the Amazons," a varied menu of entertainment has lured local residents to "Wheeling's Finest Theatre."

If you enjoyed perusing this collection of ads, I encourage you to Consider contributing to the Capitol Theatre Preservation Fund online at: www.capitoltheatrewheeling.com/donate.php or by contacting the Community Foundation for the Ohio Valley at: 304-242-3144.

More information on the building's opening can be found at: http://wheeling.weirton.lib.wv.us/history/landmark/business/Capitol_Theatre.pdf

So, look past the scratchy and skewed images and thumb through an interesting and varied collection of local movie and entertainment advertisements.

Enjoy!

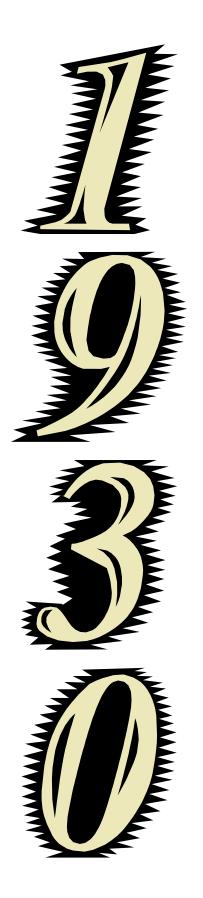
Chals G. Juli

LOCATOR

1930 - PAGE 4 1940 - PAGE 16 1950 - PAGE 29 1960 - PAGE 41 1970 - PAGE 62

WHEELING REGISTER – NOVEMBER 1929





INTELLIGENCER – NOVEMBER 1930





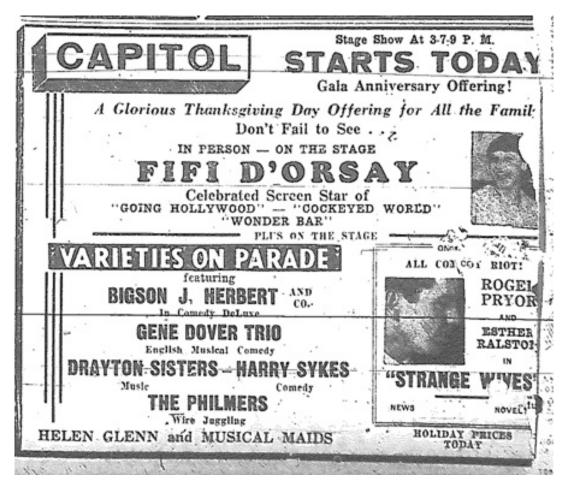
INTELLIGENCER – NOVEMBER 1931









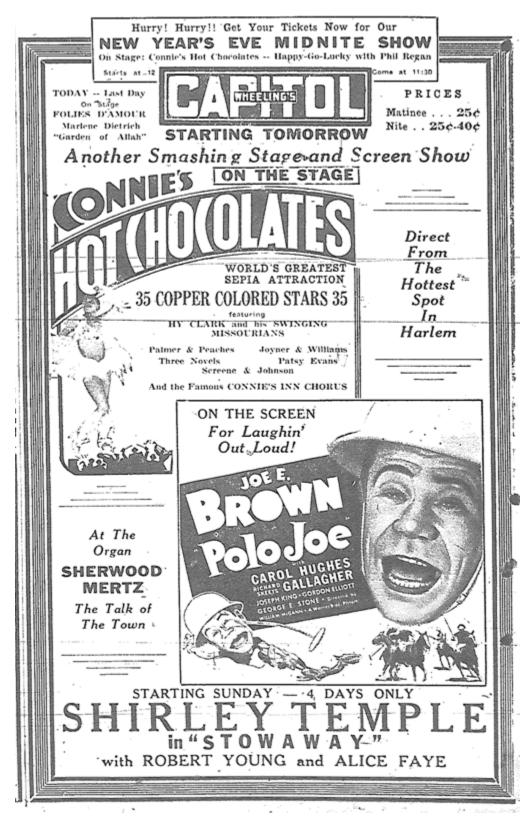




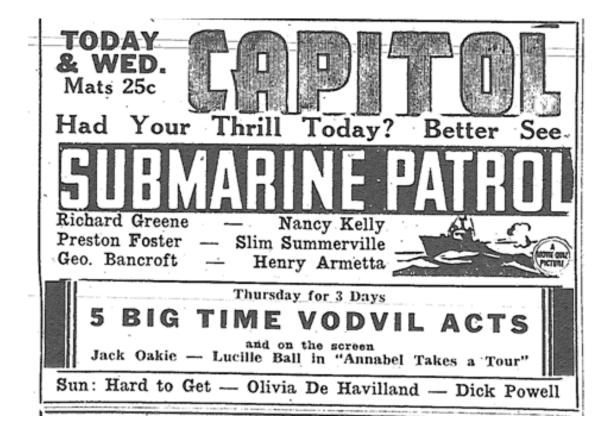


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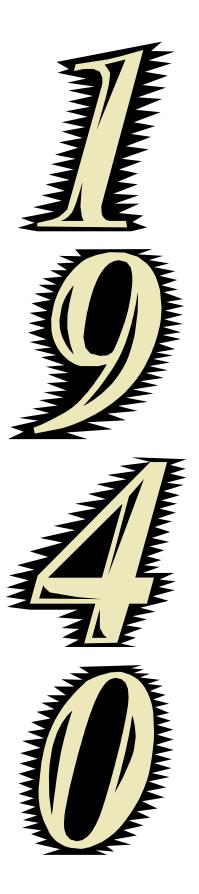
WHEELING REGISTER – DECEMBER 30, 1936

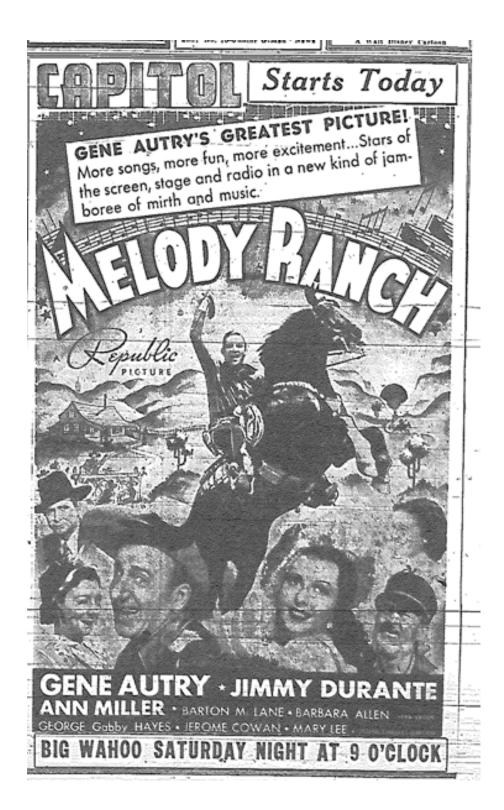


























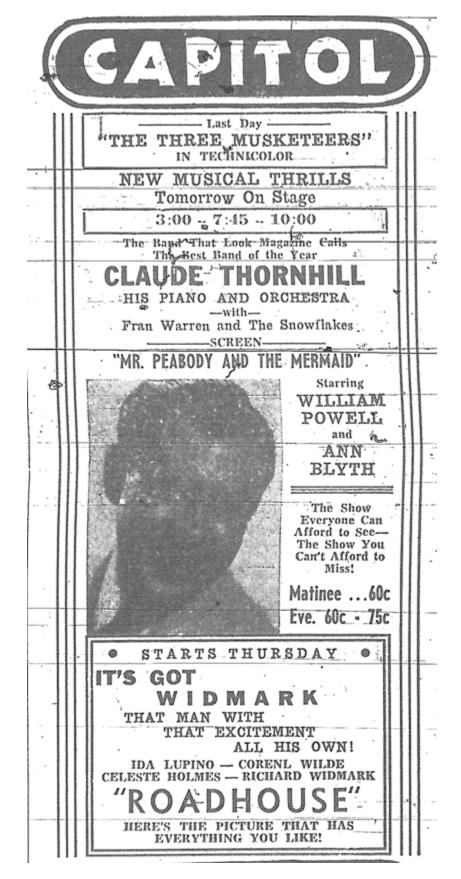
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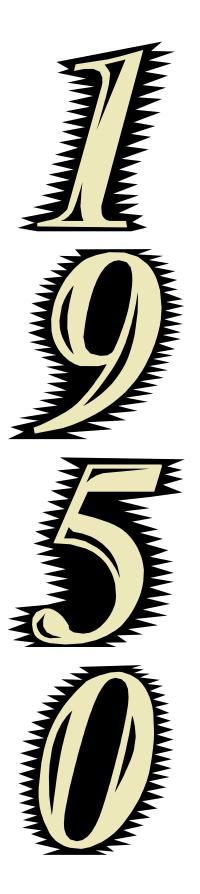


WHEELING NEWS-REGISTER - 1948



WHEELING NEWS-REGISTER – 1949













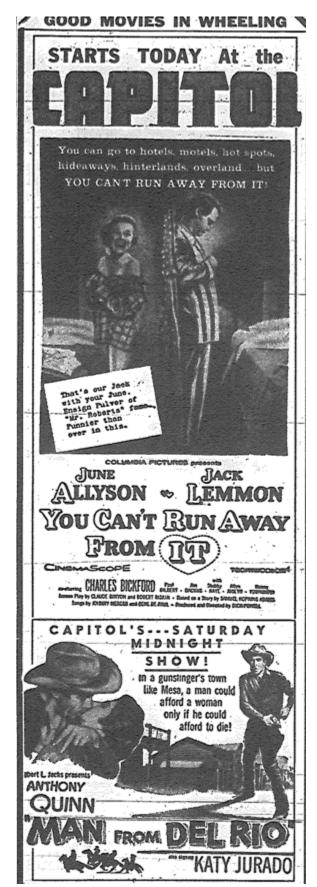
Robert Ryan and Julia Adams, shown above, are starred with young Rock Hudson in Universal-International's "Horizons West," a Technicolar outdoor thriller depicting the attempt to establish a cattle and land empire in the old west. John McIntire, Judith Braun and Raymond Burr, head the large supporting cast of the new film directed by Budd Bootticher and produced by Albert J. Cohen. "Horizons West," is the midnight show Saturday at the Capitol theatre.





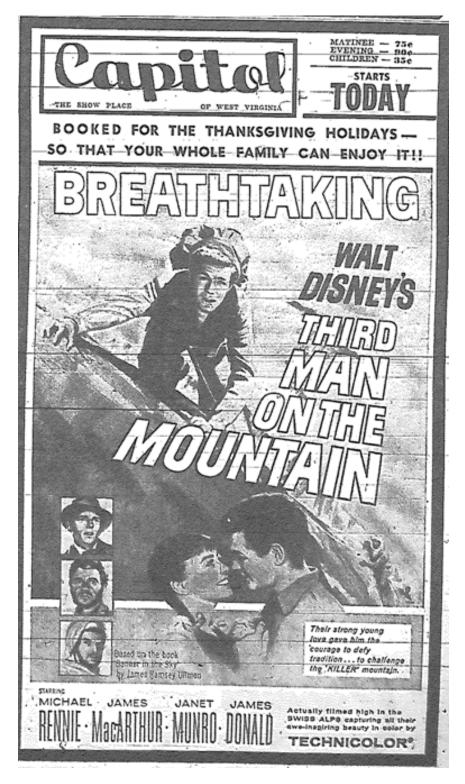


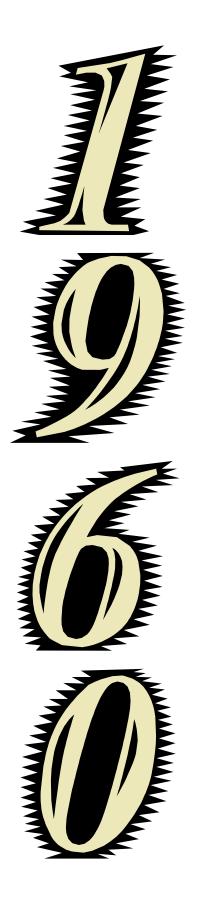


















NEWS-REGISTER – NOVEMBER 25, 1963 DOWNTOWN CLOSED FOR NATIONAL DAY OF MOURNING IN REMEMBRANCE OF JOHN F. KENNEDY

President Lyndon B. Johnson

Has proclaimed Today–Monday, November 25th as a National Day of Mourning out of respect for the late President Kennedy.

With few exceptions, all Downtown Wheeling Stores and Wheeling Area Stores will be closed, merchandise that Appeared in Sunday's News-Register and today's newspapers will be available

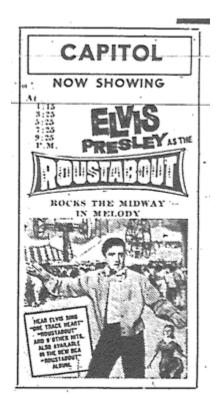
Tuesday when Wheeling Stores will remain open until 9 p.m.

The Auto Show which was scheduled for November 25-26-27 has been rescheduled for December 2-3-4 with big name entertainment.







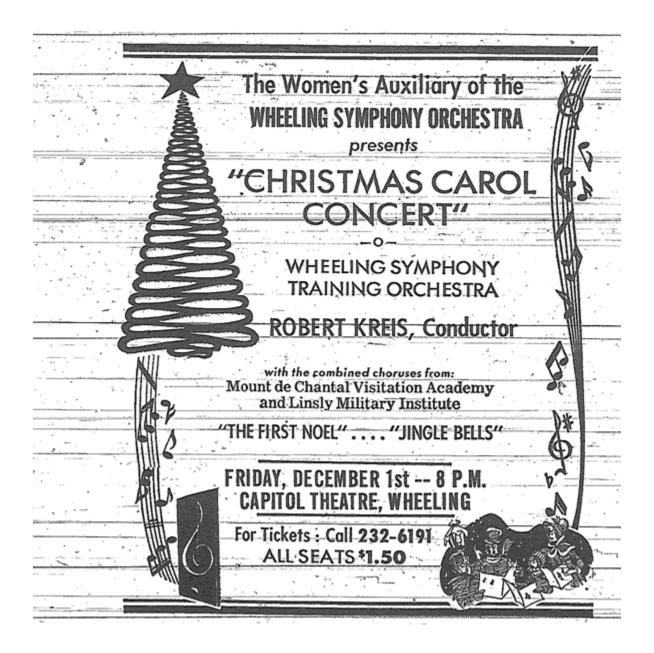


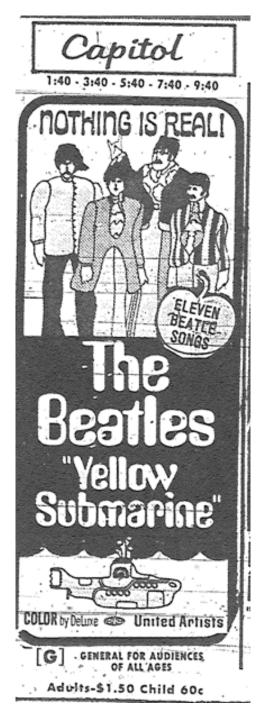
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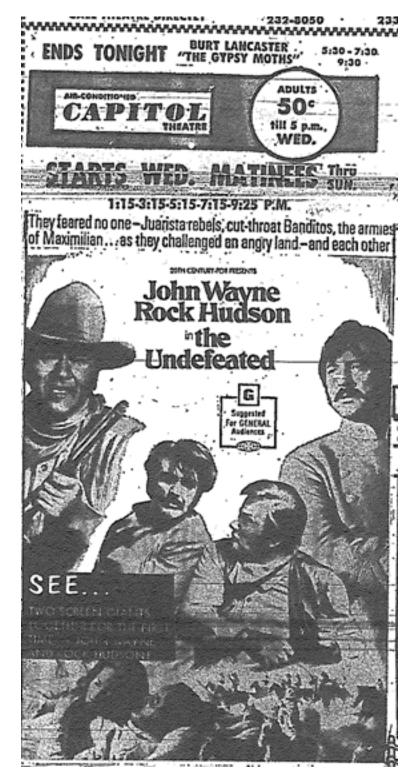










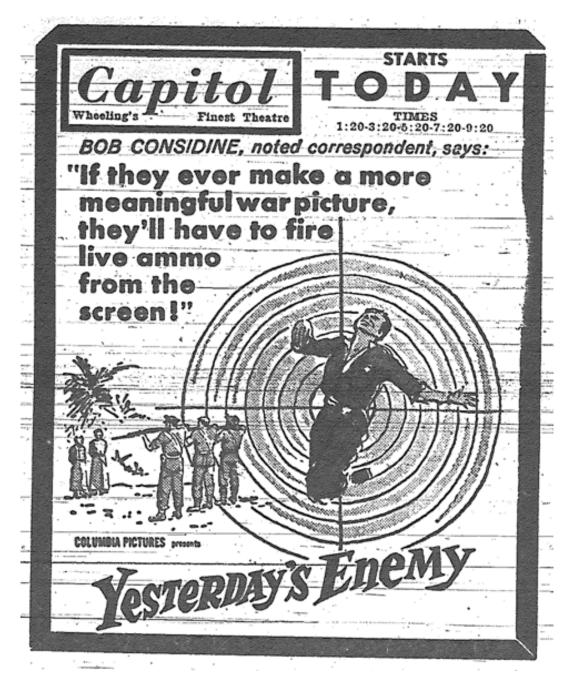


NEWS-REGISTER – DECEMBER 13, 1969 CAPITOL MUSIC HALL – GRAND OPENING

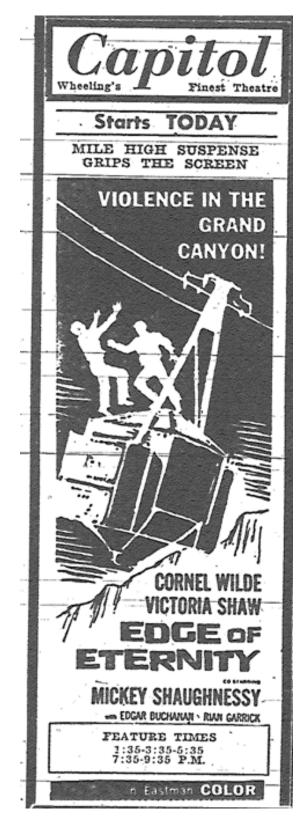




NEWS-REGISTER – DECEMBER 13, 1969



NEWS-REGISTER – DECEMBER 20, 1969



NEWS-REGISTER – DECEMBER 24, 1969



NEWS-REGISTER – DECEMBER 31, 1969



TODAY-1 - 5 P.M. Only SPECIAL NEW YEAR'S Wheeling's Finest Theatre EVE MATINEE FOR THE ADULTS 75¢-CHILD. 25¢ ENTIRE FAMILY! "PLUS - 10 BIG PRIME PICTURSS P CARTOONS Cartoons at 1:00-3:00 Pawnee at 1:40-3:30 **IT STARTING AT 5:30** - PLUS -MIDNIGHT SHO GΔL FEATURE TIMES 6:00 -- 7:55 -- 9:55 -- 12:00 A motion picture dedicated to ... and the hilarious results when the bride-to-be says "l'dol" AVIDNIVE GAYNO nniversar d ine partite and the state *ASCC PRICES-New Year's Eve \$1.00 THE MOST EXCITING PROCESS EVER INVENTED

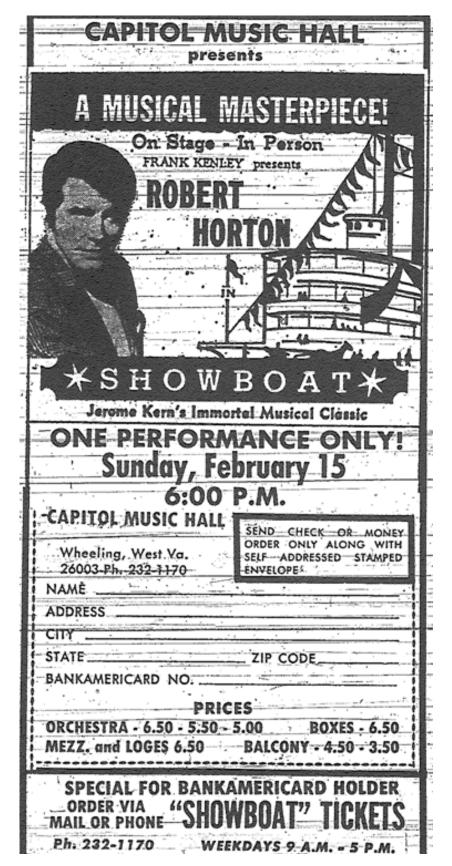




NEWS-REGISTER – JANUARY 11, 1970

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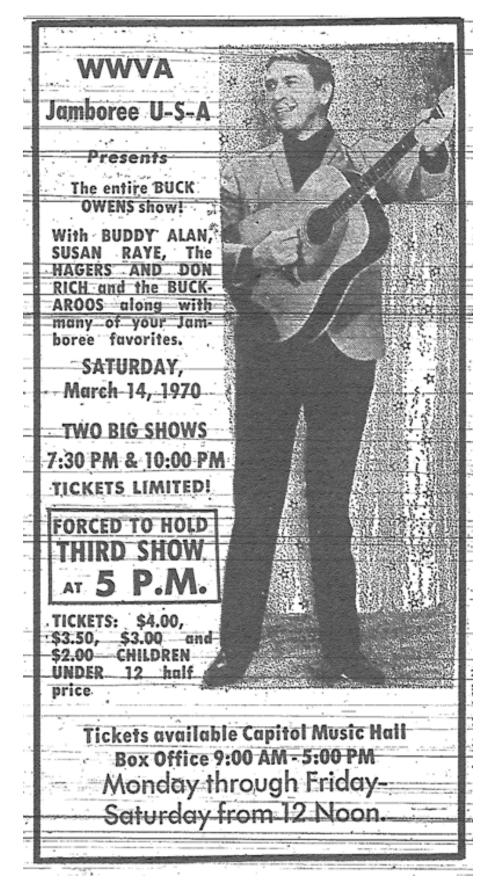
NEWS-REGISTER – FEBRUARY 15, 1970



NEWS-REGISTER - MARCH 13, 1970

THE 32nd ANNUAL INSLY MINSTRE Friday, March 13, 1970 **Capitol Music Ha** Curtain Time 8:30 P ONE PERFORMANCE ONLY Reserved Seat Tickets Can be Purchased from any cast member Or By Calling the School Office at 233-3260 . **Ticket Prices-S**

NEWS-REGISTER - MARCH 14, 1970





NEWS-REGISTER – AUGUST 2, 1970

