

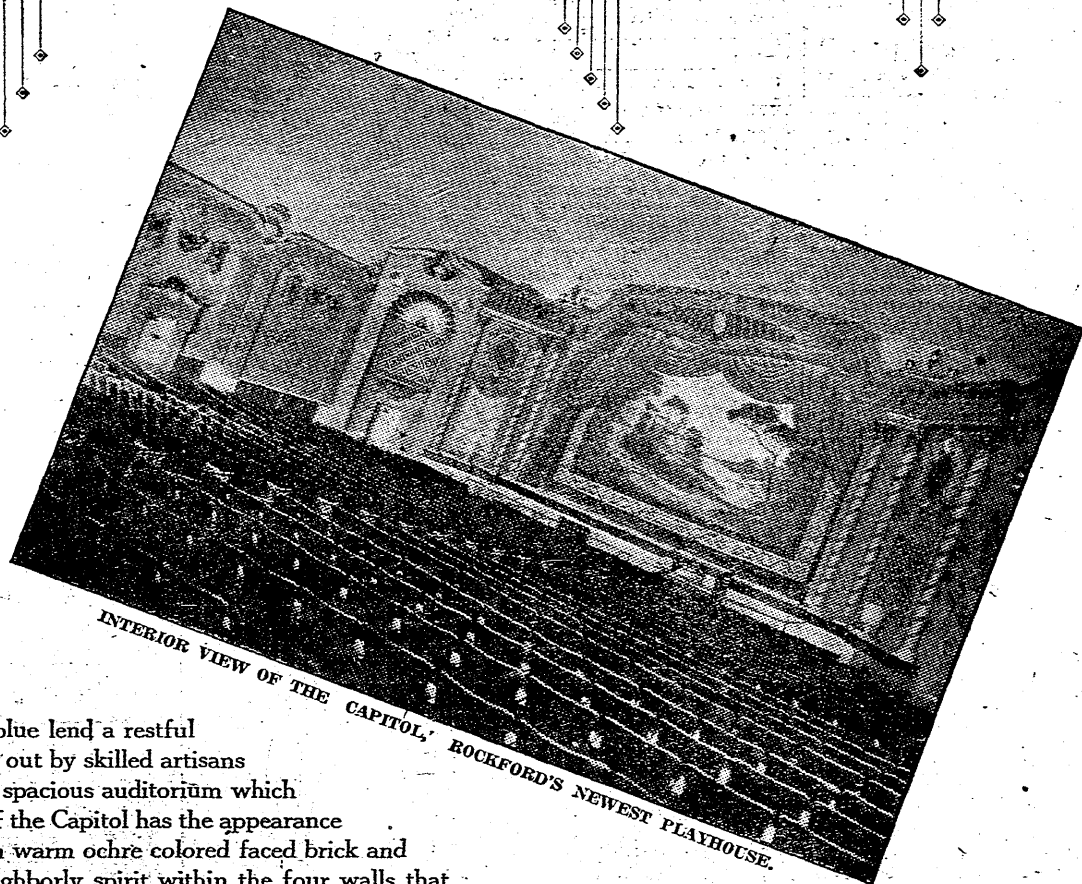
Announcing the Opening Tomorrow, Saturday, February 4th,  
of the Beautiful New

# CAPITOL THEATER

Rockford's Magnificent Theater



EXTERIOR VIEW OF CAPITOL THEATER—1125 SOUTH MAIN STREET.



INTERIOR VIEW OF THE CAPITOL, ROCKFORD'S NEWEST PLAYHOUSE.



Soft colorings amid a ceiling of midnight blue lend a restful tone to the new Capitol theater interior, worked out by skilled artisans to create a Spanish atmosphere; view at right shows spacious auditorium which accommodates more than 1,000 folk — The exterior of the Capitol has the appearance of a low Moorish castle of medieval times, being finished in warm ochre colored faced brick and white cut stone — Our aim at all times is to create a truly neighborly spirit within the four walls that confine the theater part of this modern structure.

MANAGING PERSONNEL OF THE NEW CAPITOL THEATRE



THEODORE INGRASSIA, Co-operative Owner and Lessee.



ANTHONY DOMINO, Co-operative Owner of Building.

The management of the Capitol Theater is endeavoring to establish elaborate vaudeville presentations. A galaxy of stage celebrities will make its appearance before the foot-lights of the South Side theater from time to time.

## ON THE SCREEN---

TOMORROW NIGHT—FEBRUARY 4TH.

Also February 5th and 6th.

### "THE SKY RAIDER"

A stupendous, smashing episode of modern thrills in the sky. Aerial battles—crashes—races, an exciting tale of aviation. A thrill a minute until the final drop of the curtain.



### The Sky Raider

Jacqueline Logan and Capt. Nungesser

--ADMISSION--  
Weekdays 35c --- Sundays and Holidays 40c  
Children 10c

MANAGING PERSONNEL OF THE NEW CAPITOL THEATRE



C. B. ANDERSON, Co-operative Lessee.



ALBIN JOHNSON, Managing Director.

First-run pictures, featuring the leading folk of filmdom today, will be shown upon the Capitol screen. Photo-plays, which are being booked by leading theaters throughout the country, have been engaged by the management.

Five Acts of Vaudeville

### MUSICAL VARIETY

OHMS & KAREAU  
Two Charming Girls.

"The Ace of Spades"  
AL LUBIN  
That Blackface Comedian

"Music and Dance Varieties"  
Odds and Ends

Featuring the Comedian  
LAWRENCE RICHARDS

### "SPANISH FANTASY"

Soloist  
Rosemary Anderson

Ensemble  
Arlie Gates — Lois Foster  
Hilda Naschold —  
Bonnie Bunker  
Hazel and Ruth Flagg

Pupils of  
Irene M. Schelle.

## Desirable Seats for One Thousand People

From Cushioned Seats to the Starry Sky Above, the Comfort of Our Patrons Was of Paramount Consideration in the Construction of This Truly Wonderful Theatre



# BUILDERS OF THE NEW CAPITOL THEATER

501 SEVENTH STREET.

MAIN 1408.

## HOLMQUIST - PETERSON CO.

had the

### GENERAL CONTRACT

PUBLIC BUILDINGS. INDUSTRIAL BUILDINGS. WAREHOUSES.

## ANOTHER ROOF

By the

## DAVID CARLSON ROOFING CO.

*Builders of Good Roofs Since 1888*

Electric Building.

South Wyman Street.

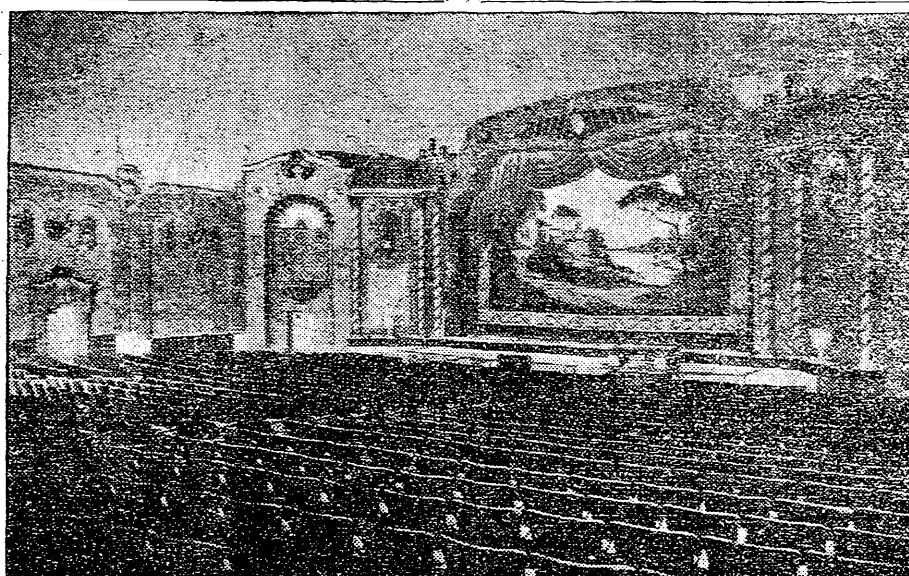
## ALL PLASTERING

Plain, Ornamental  
and  
Texture Work

By

### KJELLSTROM & OLSON

Office Phone, Main 1314. Ralph Olson.



VIEW OF CAPITOL THEATER  
OPENS SATURDAY, FEB. 4th.  
ARCHITECT

WYBE J. VAN DER MEER

208 MEAD BUILDING.

Supervised the construction of this theater and also drew the plans.

## ALL SHEET METAL WORK

BY

### W. J. VIERCK AND SON

330 E. STATE ST.

PHONE MAIN 1618

Beaver Rock Wall Plaster      Lehigh Portlant Cement  
Truscon Metal Lath

Furnished By

### HOLMQUIST LUMBER & FUEL CO.

714 Seventh Street.

Office Phones Main 669 and 670.

## LATHING

Done By

### THEO. PETERSON

Lathing Contractor

1011 Twentieth Street.

Main 5416.

## EXCAVATING by PUTNEY BROS.

*Estimates Cheerfully Given*

W. H. PUTNEY  
1007 Arthur Avenue.  
Phone Main 6369.

A. K. PUTNEY  
1019 Arthur Avenue.  
Phone Main 4377.

## ALL HARDWARE FURNISHED BY INGRASSIA BROS.

Hardware, Furniture and Paints.

1020-1022 South Main Street.

Forest 5112.

## ALL ORNAMENTAL IRON WORK AND STAIRS

FURNISHED AND INSTALLED

BY

### CENTRAL IRON WORKS

1143 SELDON ST.

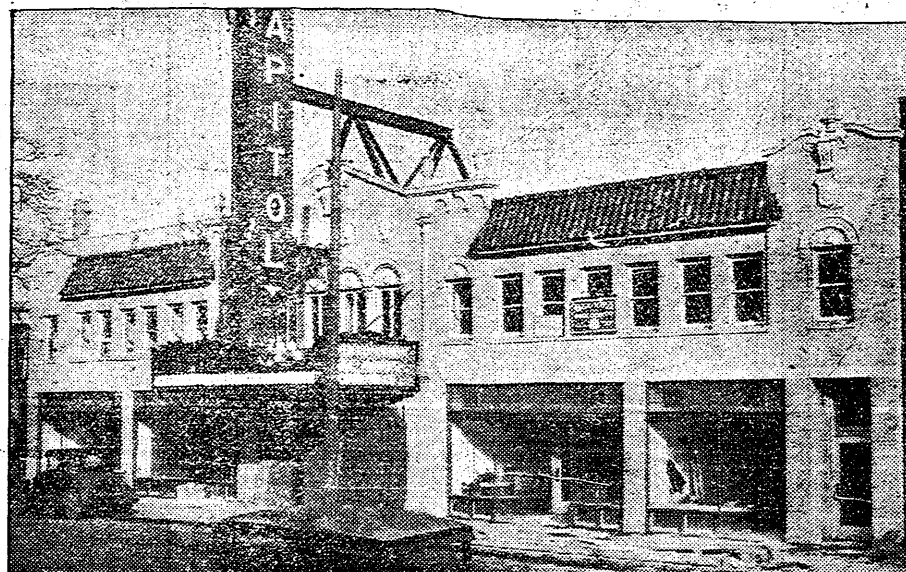
PHONE MAIN 1268

## Electricity . . .

— *Made the Modern Theater Possible*

Compare this beautiful Capitol Theater with the ancient Greek Theater — the garden theater of Shakespeare's time or even the early tent shows!

The Big Difference Is — *Electricity!*



## For Electricity . . .

Operates the organ and turns the motion picture projector. It brilliantly illuminates the attractive electric sign and canopy. Electricity in "Evening Dress" causes you to hesitate and marvel at the beauty and richness of the lobby and interior. Fantastic color effects from the footlights, toplights and sidelights remove you for the moment from the "ordinary" and place you in a land of charm and make-believe.

You too may enjoy such beautiful lighting effects in your own home, so why not take a lesson from the modern theater and "Electrify for Better Living!"

## ROCKFORD ELECTRIC CO.

*"Good Public Service"*