



# The Florida Theater

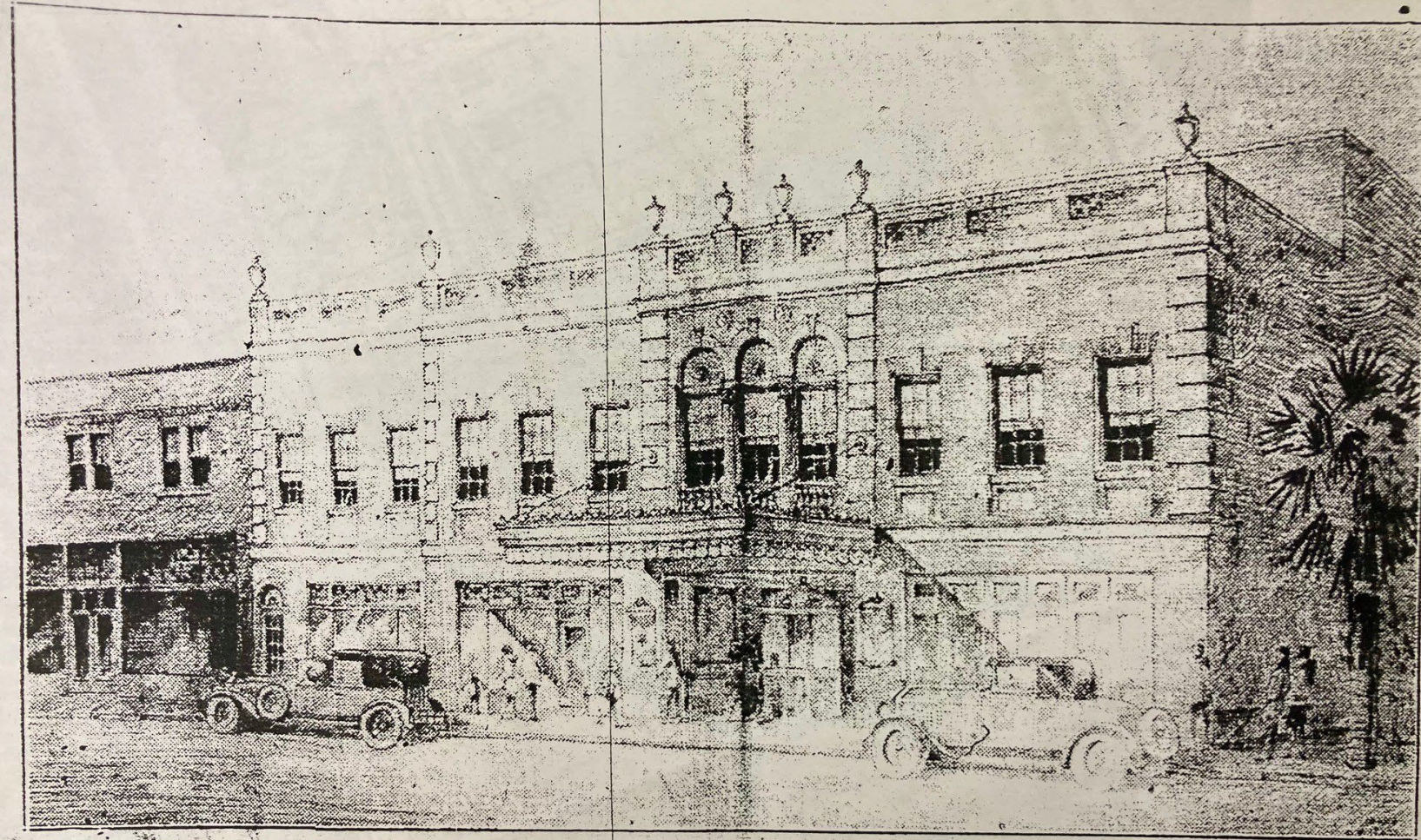
HISTORIC DESIGNATION REQUEST

233 WEST UNIVERSITY AVENUE

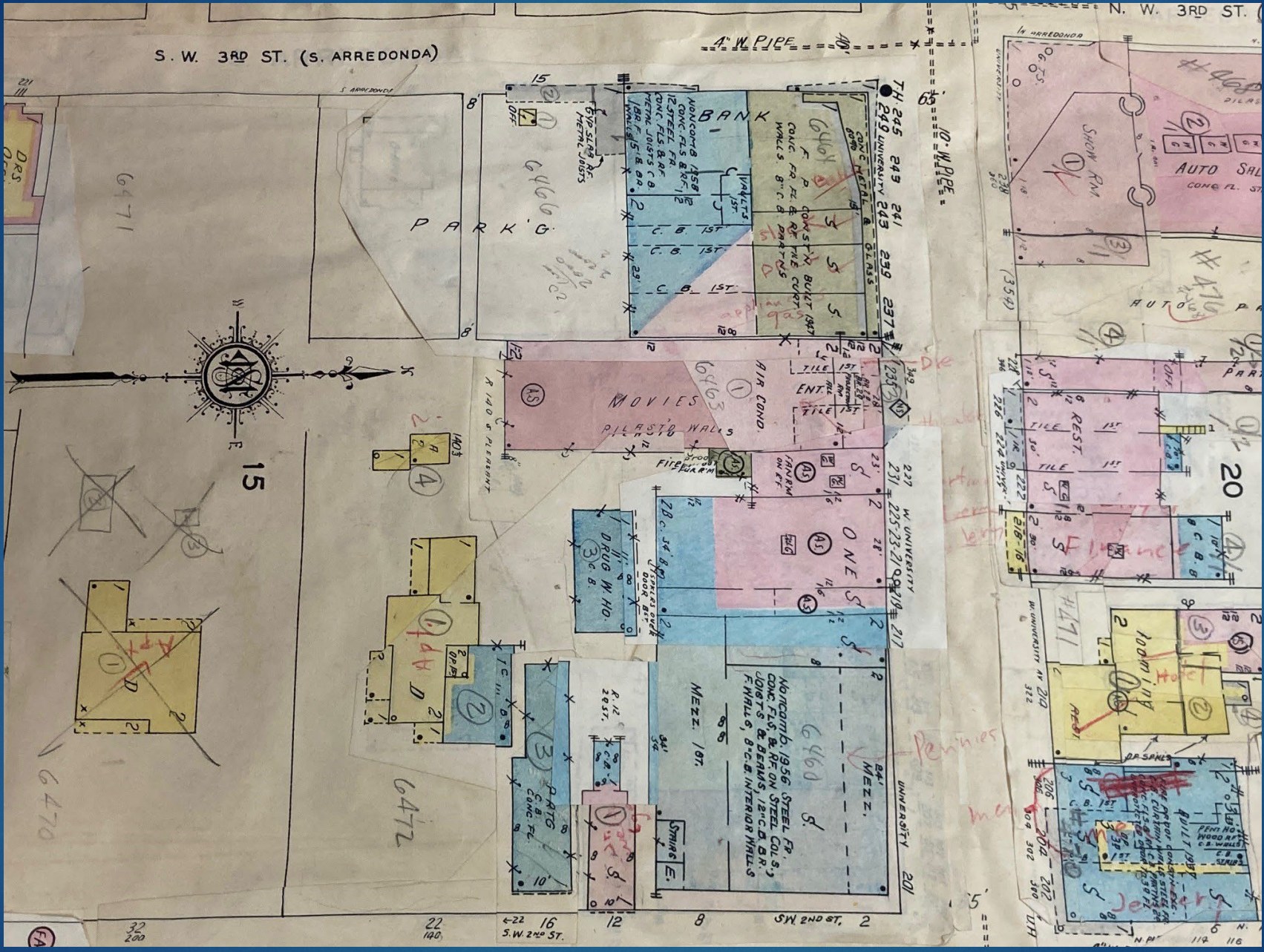


GAINESVILLE, FLORIDA, SUNDAY, SEPTEMBER 9, 1928.

## NEW FLORIDA THEATRE TO OPEN MONDAY



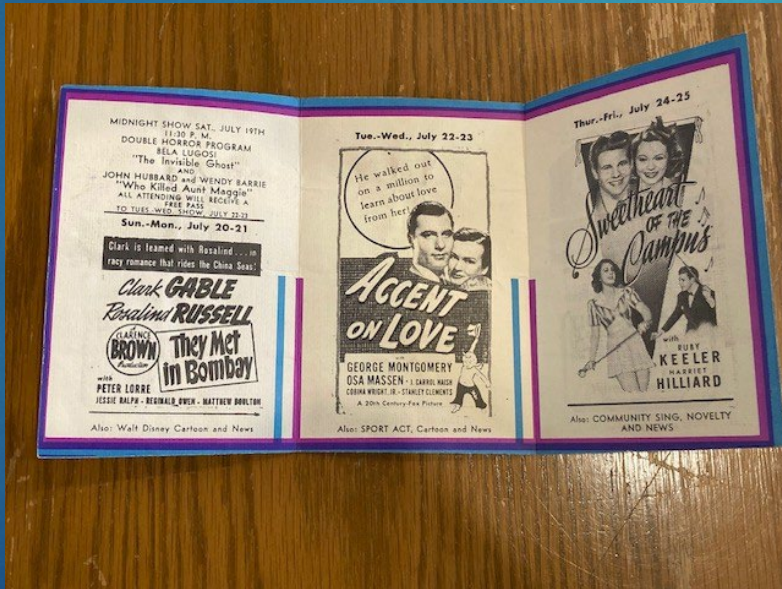
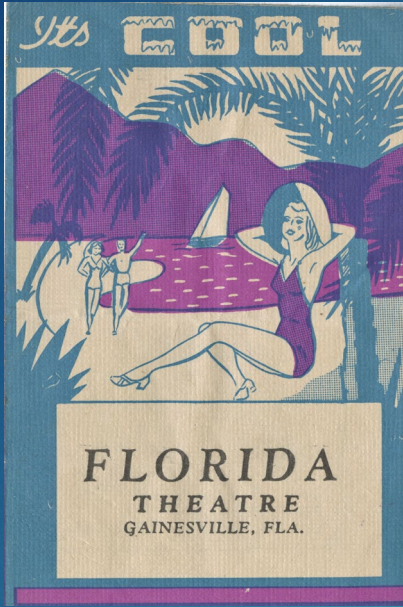






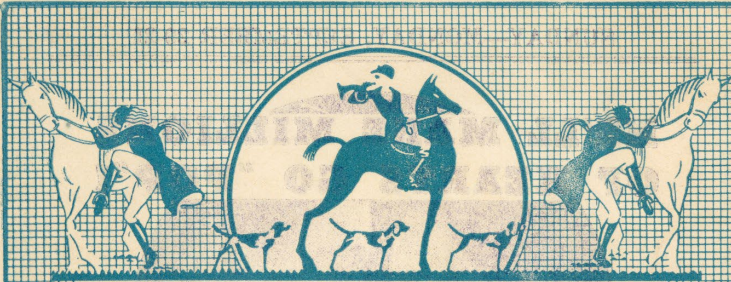








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**FLORIDA**  
THEATRE  
GAINESVILLE

PROGRAM WEEK OF SEPTEMBER 20, 1936

TUESDAY, SEPTEMBER 22  
**BANK NIGHT**



There's an epidemic  
of love . . In Panama!

Adolph Zukor presents  
**"LADY  
BE  
CAREFUL"**

A Paramount Picture  
with **LEW AYRES**  
**MARY CARLISLE**  
Larry Crabbe • Benny  
Baker • Grant Withers  
Directed by J. T. Reed

CHAMPION LOVE BOUT! Dynamite Dan, upholding the honor of the Navy; Beautiful Billie Jackson, champion "no" girl of Panama. In a love-fight to the finish!

ADDED: SONG HIT — PETE SMITH SPORT — CARTOON

# FLORIDA THEATRE GAINESVILLE

SUNDAY AND MONDAY -- MARCH 27 & 28

SHOWING FOR THE FIRST TIME AT REGULAR ADMISSION PRICES!

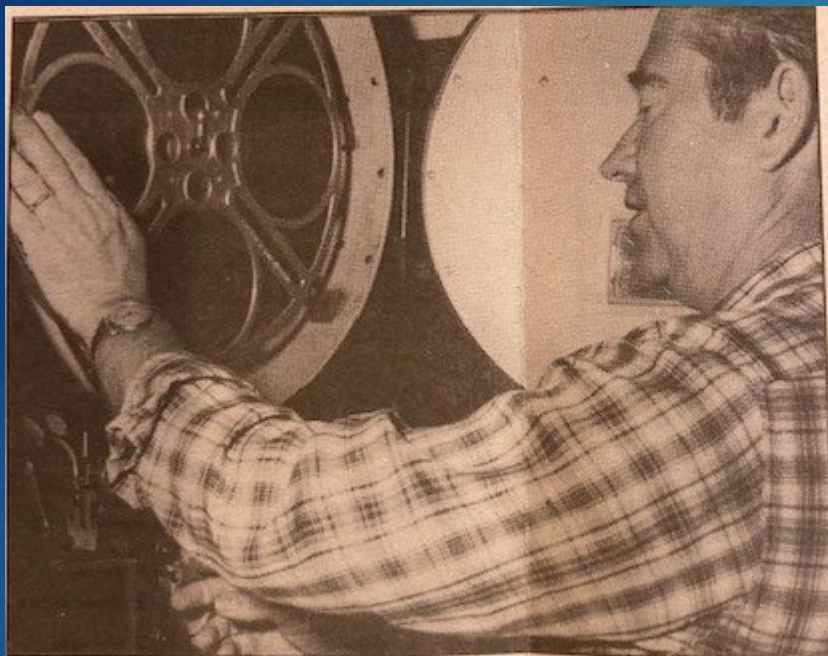
**THE GREAT AMERICAN MOTION PICTURE!**



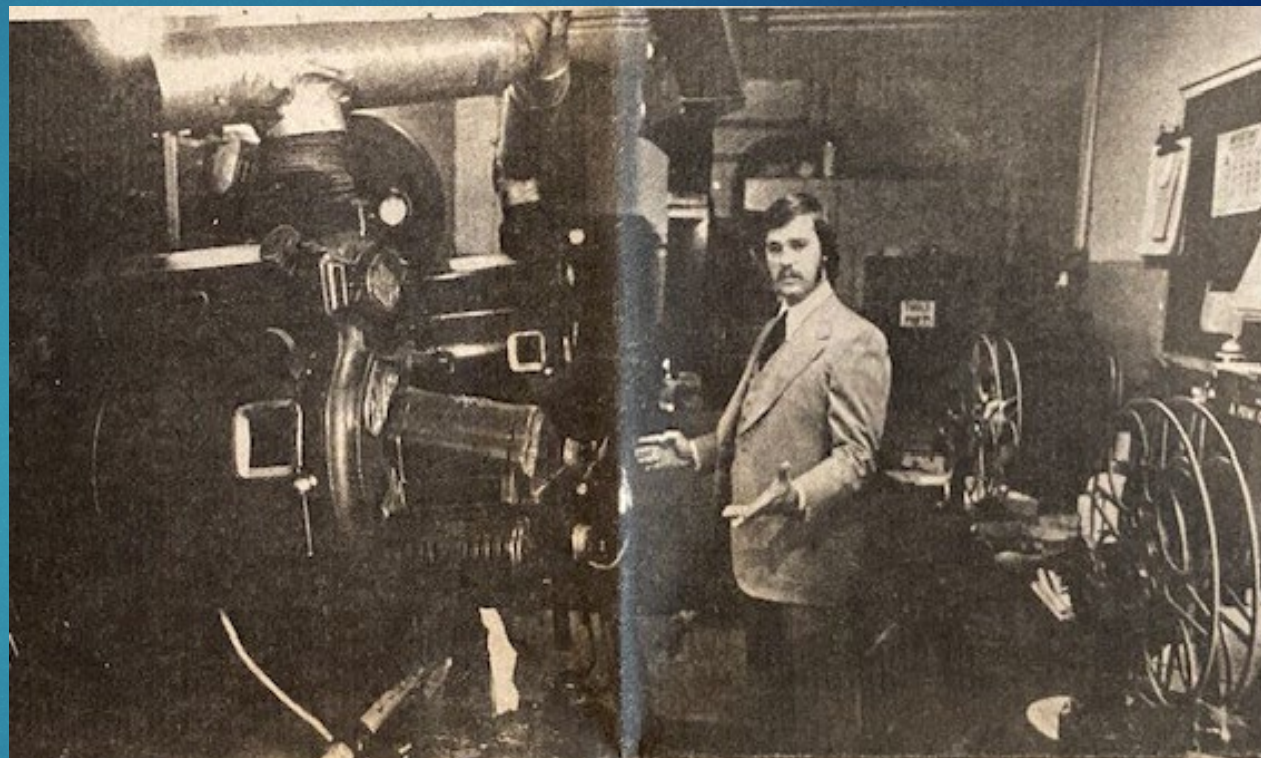
DARRYL F.  
ZANUCK'S  
PRODUCTION OF  
**IN OLD  
CHICAGO**

A 20<sup>TH</sup> CENTURY-FOX  
PICTURE

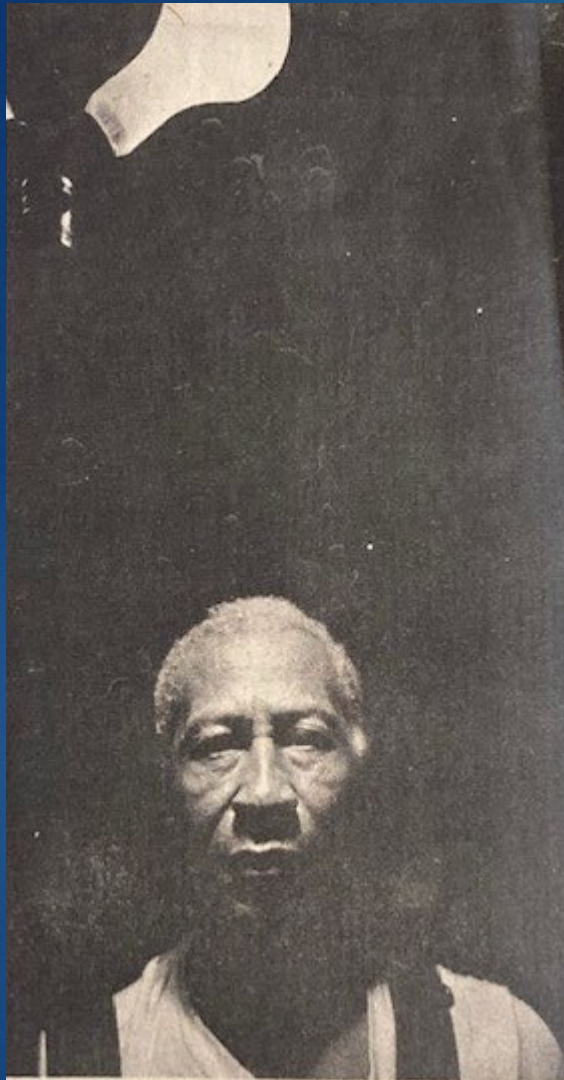




Earl Jernigan worked as a projectionist for the Florida Theatre from 1928 to 1963.





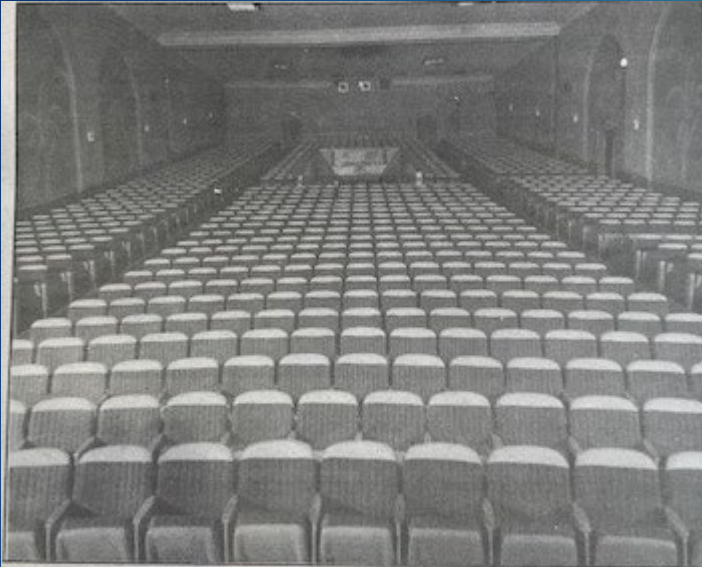


**CUSTODIAN DAVE ROBERTS**  
On Job Since '51, He'll Stay to See Change

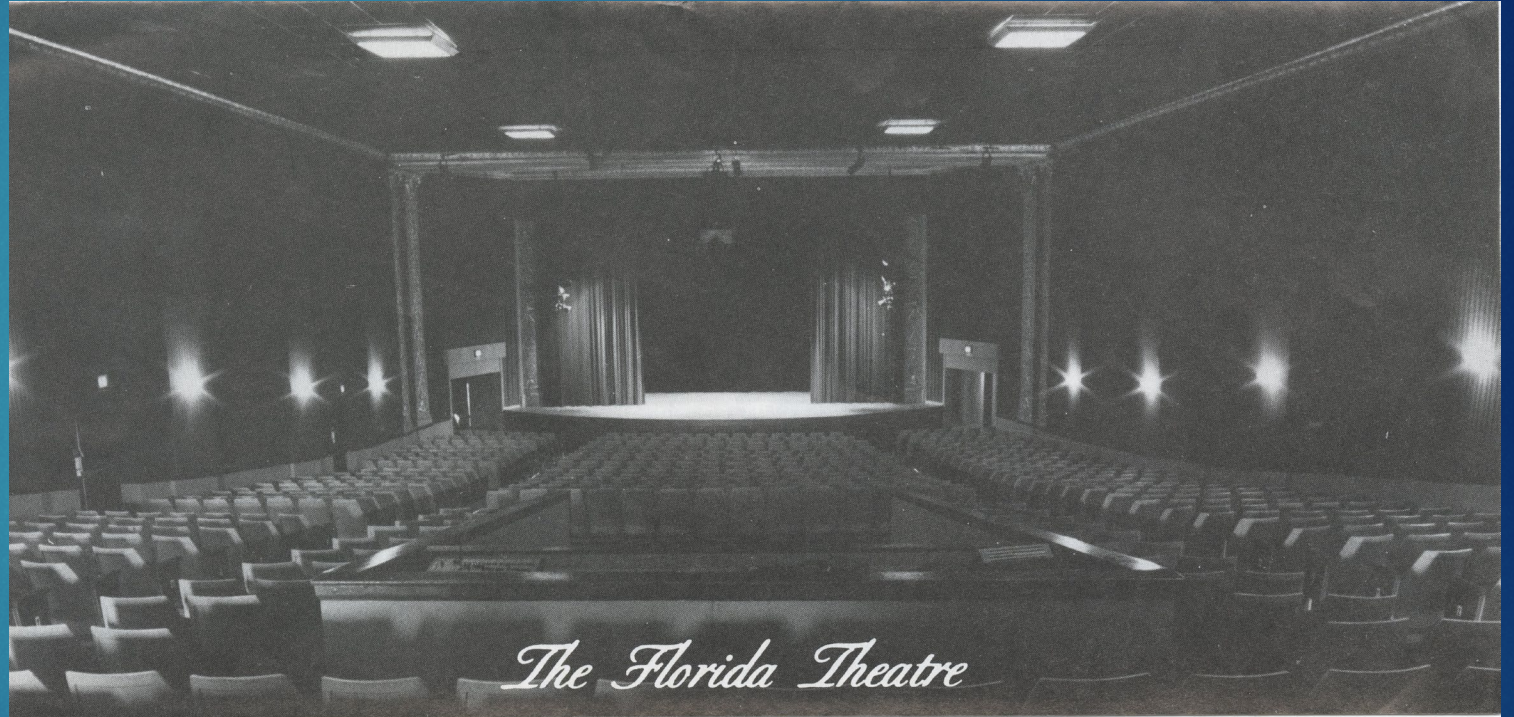


**PARTNERS PLAN TO RESTORE THEATER AS DOWNTOWN SHOW CENTER**  
From Left, Jeffrey Meldon, Peter Laird and Jim Forsman





The interior of the Florida Theatre in the 1940s. The synch room is pictured in the upper right-hand corner. These upholstered seats were removed in 1990 to make room for a dance floor.



*The Florida Theatre*







