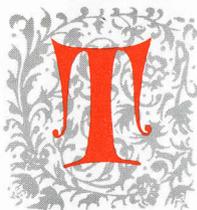




We Can All Be Proud Of Our New City Coliseum

The new Sports Coliseum adjacent to the Gator Bowl can be used for sports contests, conventions, or large scale theatrical productions.



he completion of our huge new Sports Coliseum opens the door for Jacksonville to become the Sports Mecca of the Southeast. We now have one of the finest, most modern indoor arenas in the nation—with ample floor space to house the huge

Ringling three-ring circus under the Coliseum's dome-shaped roof.

From the moment you enter one of its three entrances there is a feeling of spaciousness in the concourse promenades due to the unusual type of construction. The main building is 312 feet in diameter and along its entrance axis it is 450 feet long. The main playing floor is 115 feet by 205 feet—there are 50,000 feet of exhibition space available for industrial shows and conventions.

The wholly fireproof building is completely air conditioned with many unusual features included for the comfort and convenience of its patrons. The three principal entrances have a total of ten ticket windows—six at the main front entrance and two each at the other minor entrances. There is a first aid stand on the main floor and restrooms are on each floor at the entrances to the seating facilities. Concession stands on each floor (11 in all) will provide easy access to refreshments and snacks during all events.

Two unusually wide public concourses have been designed to handle large crowds easily—the entire building can be emptied in less than five minutes in an emergency.

Every precaution has been taken for safety features. There are wire screens for protection of boxes and lower levels during ice hockey games. Glass back boards and the latest type of equipment have been provided for basketball games—the basketball court is in sections for easy assembling and storage when not in use. Two large illuminated score boards are easily visible from every section.

Every possible provision has been made to add to your comfort, safety, and convenience while attending events at the Coliseum. It is your opportunity to enjoy the many fine sports, entertainment events and convention exhibitions that will be offered in the years to come. If we work together, and enjoy our recreation together, our community can prosper and grow with confidence and assurance. Jacksonville is meeting the future more than halfway by providing every phase of community development . . . the rest is up to you, Jacksonville. It is yours to enjoy in the years to come—patronize the events at *your* Coliseum.