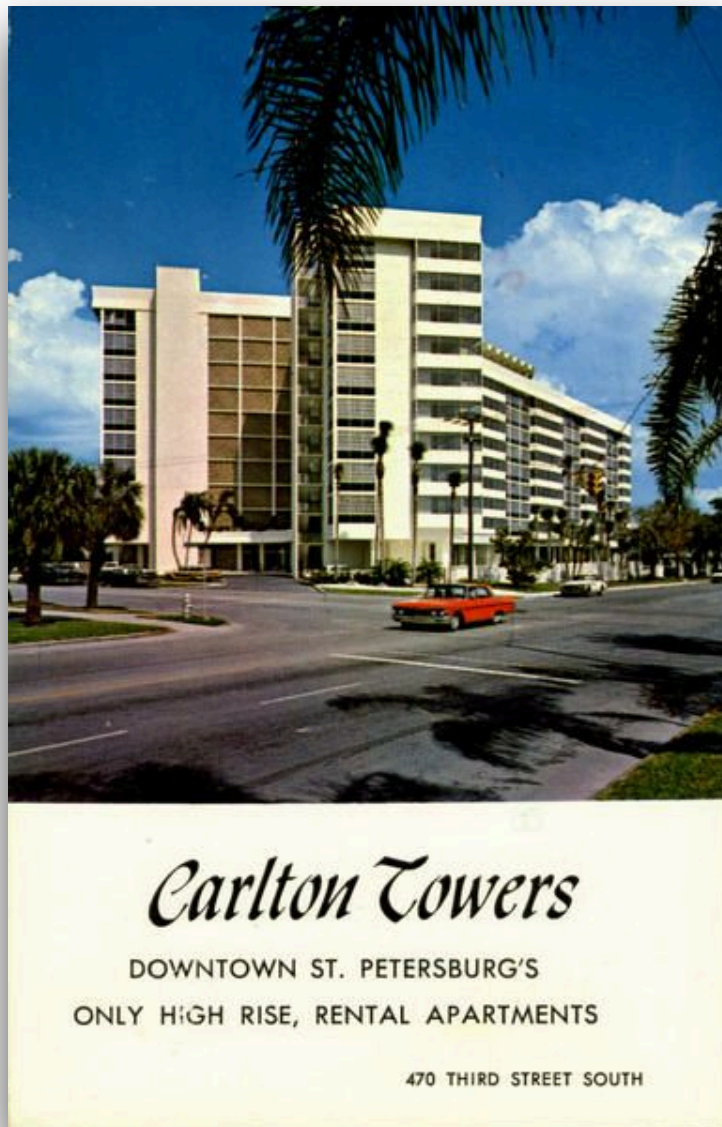


CHAPTER TWO

CARLTON TOWERS

A PLACE TO BELONG AS A CITY RISES



Ann Archer was one of the original tenants in Carlton Towers, the first resident in Apartment 303 when she moved into the ten-story building just after it opened.

“My grandparents had lived in Kenneth City since the early ‘50s until grand-dad passed away and she moved to St. Pete,” recalled her granddaughter, Pat Garvey, herself now a resident in the building. “My mother and I would spend a month every summer with them. She had many friends at Carlton Towers and I met most, if not all of them.”



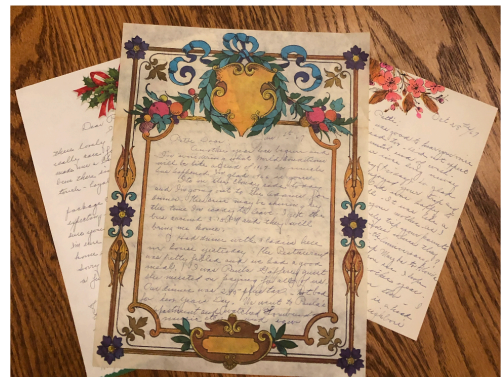
Mrs. Archer poses with her family atop Carlton Towers.

L-R, Archer, her daughter, granddaughter, and assorted family members

“My grandmother had an independent streak,” said Pat. “But she didn’t drive, so she decided to move to St. Petersburg and into Carlton Towers for the convenience. Grandma walked miles every day to do grocery shopping, shop at the Maas Bros. (3rd St. N & 1st Ave. N) and Webb’s City (9th St. S & 2nd Ave. S) department stores, go to church or just take a stroll.”

Mrs. Archer was a frequent letter writer and Pat saved many of them. Her grandmother first wrote on December 8, 1963, shortly after moving in.

I met a few of my neighbors. They seem very nice ... I haven't cooked a dinner at home since I moved. I walk over to the Tramor about 5 long blocks. It's a cafeteria (sp). I get a meal for less than \$1.00 all I can eat. It's a walk



and I can see people and it's a change.

Guess I'm feeling the strain of moving etc. haven't been sleeping and terribly tired. I used the washer and dryer yesterday and ironed all in the laundry which is down the hall from me.

I've been trying to write Christmas cards and most of them I must include a few lines telling of my selling etc. I have about 50 more to write.

Lots of love to you all – Mother



The Tramor was one of the eight downtown cafeterias that catered to the older population. The stucco structure on Fourth Street S. featured iron rail balconies, pecky cypress beams, a ceramic Spanish fountain and a famous azure sky ceiling.

Mrs. Archer wrote again before the holidays.

... I just looked up and saw a plane landing. You know I can see the whole airfield from here. Just small planes fly from here.

... the ladies are coming here next Wednesday. I don't know how many but I'll get ready for 14.

I had the Bobels and Adams here for dinner a few nights ago.

After dinner the men went down to the T.V room and watched the news. The men liked the colored picture movie. They all enjoyed the evening and so did I.

Keep well in 1964.

Lots of love to you and kisses,

Affectionately, Mother

WELCOME TO THE CARLTON

In early 1964 Carlton Towers continued to welcome tenants into their new apartments. When *The Carlton* opened its doors, it welcomed the city of St. Petersburg.

“My father thought a restaurant on the ground floor would be a great amenity,” said Mark Mahaffey, son of Carlton Towers developer Tom Mahaffey, Jr. “He also thought it was a necessary addition, because most of the people in the building were retired.” Within a year and a half, Carlton Towers would have three.

“Dad hired a guy by the name of Bob Fairweather, a restaurateur, and between the two of them they found a chef. They named the restaurant *The Carlton*.”

Fairweather, president of Carlton Towers Restaurant Corp. of St. Petersburg, and Robert Dick, vice-president and chef, signed the mortgage for \$42,120 on March 25, 1964 and the restaurant, located on the ground floor opened April first.

181139B
Chattel Mortgage O.R. 1911 PAGE 708

Mortgage made this 25th day of March, 1964, between Carlton Towers Restaurant Corp., of St. Petersburg, Florida, hereinafter referred to as the Mortgagor, and AMERICAN NATIONAL BANK of South Pasadena, a corporation, of St. Petersburg, Florida hereinafter referred to as the Mortgagee:

1. The Mortgagor hereby gives and grants to the Mortgagee, its successors and assigns, a mortgage lien upon the following described personal property now in Pinellas County, Florida:

SEE LIST ATTACHED

as security for payment of that certain promissory note dated March 25, 1964, executed by the Mortgagor and delivered and payable to the Mortgagee in the aggregate amount of \$42,120.00, and any renewals, or extensions thereof, or any future advance or advances from time to time made by the Mortgagee to the Mortgagor hereunder evidenced.

2. The Mortgagor hereby warrants and represents to the Mortgagee that the above described property is now in his possession, custody, and control, that he has the absolute right to encumber said property as above set forth, and that said property is free and clear of all liens, mortgages, and encumbrances whatsoever, except the lien of this mortgage.

3. The Mortgagor hereby agrees that said personal property shall be kept _____ and will not be moved therefrom without the written consent of the Mortgagee, its successors or assigns, and said Mortgagee shall have the right to enter upon the premises to inspect said property without prior notice to Mortgagor at such times as may be deemed reasonable.

4. The Mortgagor agrees to keep the above described property insured against loss as follows: _____

all insurance hereby required shall be carried with companies acceptable to the Mortgagee, with loss, if any, payable to the Mortgagee, and all policies shall be delivered to and retained by the Mortgagee until the indebtedness hereby secured has been fully paid. If the Mortgagor fails to maintain the insurance hereby required, the Mortgagee may place the same, and all advances made by the Mortgagee in connection therewith shall be repaid by the Mortgagor and secured by the lien of this mortgage.

5. The Mortgagor agrees that he shall have no right to sell or otherwise dispose of said property without the written consent of the Mortgagee until the indebtedness hereby secured has been fully paid. The Mortgagor further agrees to keep said property in good repair and condition, reasonable wear and tear only excepted.

6. In the event of a default in the payment of the promissory note hereby secured or any installment thereof, or in the event of a breach by the Mortgagor of any covenant of this mortgage, the Mortgagee may foreclose the lien hereby created and the Mortgagor agrees to pay all costs and expenses, including a reasonable attorney's fee, thereby incurred by the Mortgagee.

7. The term "Mortgagor", as hereinabove used, shall include the masculine, feminine or neuter gender, and singular or plural number, as the context of this instrument demands.

IN WITNESS WHEREOF the Mortgagor has set his hand and seal the day and year above written.

Signed, sealed and delivered in presence of:

Carlton Towers Restaurant Corp.
Robert E. Fairweather, Pres. (SEAL)
Robert Dick, Vice Pres. (SEAL)

STATE OF FLORIDA }
COUNTY OF PINELLAS } ss.

Personally appeared before me Robert E. Fairweather Robert Dick
to me well known as the person(s) described in and who executed the foregoing instrument, and acknowledged before me that he/she/they executed the same for the purpose therein expressed.

IN WITNESS WHEREOF I have hereunto affixed my hand and seal this 26 day of March, 1964.

RECORDED
PINNELLAS COUNTY FLORIDA
MAR 21 3 58 PM '64

Mortgage made this 25th day of March 1964 between Carlton Towers Restaurant Corp. of St. Petersburg, Florida... and American National Bank of South Pasadena.

Promissory note dated March 25, 1964, executed by the Mortgagor and delivered and payable to the Mortgagee in the aggregate amount of \$42,120.00 ...

Recorded Pinnellas County Florida, April 21 '64.

signed by Carlton Towers Restaurant Corp.

Robert E. Fairweather, President

Robert Dick, Vice President

“The restaurant, which circles the apartment’s swimming pool, is the brainchild of Thomas Mahaffey, Indianapolis, Ind businessman,” the local newspaper reported. “More than 800 St. Petersburg business, community and civic leaders attended a special buffet...”

**Carlton Towers
Restaurant Open
To The Public**

St. Petersburg's newest restaurant, The Carlton, opened to the public yesterday at the Carlton Towers apartments, 470 Third St. S.

The restaurant, which circles the apartment's swimming pool, is the brainchild of Thomas Mahaffey, Indianapolis, Ind., businessman who heads the corporation which built the 184-unit project.

More than 800 St. Petersburg business, community and civic leaders attended a special buffet Saturday through yesterday.


Manager of The Carlton is Bob Fairweather, also president of the subsidiary restaurant corporation, while Robert S. Dick is vice president and chef.

184 In Petersburg Times, Monday, April 11, 1954


DOWNTOWN DINING DELIGHT

the Carlton RESTAURANT and COCKTAIL LOUNGE


Looking for a different atmosphere? Truly fine food? Remarkable Service? It's all here at The Carlton where you'll experience downtown's newest dining delight.




The Gourmet Room



The Green Room



The Terrace Room




LUNCHEON from 11:30 a.m.
DINNER from 5:00 p.m.
(Closed Mondays)

For Reservations, Phone 894-0372

ELEGANCE and ELECTRICITY

...to make The Carlton Restaurant and Cocktail Lounge...
...the only downtown hi-rise luxury apartments

LIVE BETTER...



Electrically

In St. Petersburg's only
downtown hi-rise luxury apartments

Carlton Towers
All Electric Apartment Living
470 THIRD STREET SOUTH

These Firms Congratulate The Carlton...

| | | |
|------------------------------|---------------------------------|----------------------|
| KOLMAN EQUIPMENT CO. INC. | BROWNIE'S TIN SHOP | SCOTSMAN ICE MACHINE |
| FRANK J. BOONEY CONSTRUCTION | BOSS PLUMBING & HEATING INC. | |
| HOODS MILK INC. | HOLIDAY COFFEE CO. | ERECT-A-LEM-INC. |
| LOWRY ELECTRIC CO. INC. | FOOD SERVICE EQUIPMENT CO. INC. | |

Mrs. Archer was there! She guessed the invitation list was a bit shorter.

Owners of this apartment gave a supper party for all the tenants. Food was delicious and all one could eat. It was served buffet style. About 400 people came out. You know when one get things for free they never stay home. I think every tenant and more were at the party. What a crowd!

“I remember (the restaurant) well,” said Mark Mahaffey. “There were 3 rooms. The Green Room was off to the right as you walk in the front entrance. The kitchen was an interior room and connected to the Gourmet Room, which looked out over the pool.



The Green Room



The Gourmet Room

When you went outside, that's where the Terrace Room was. The pool would have been on your left and the restaurant was on the right. There was a partition between the swimming pool and the Terrace Room."



The Terrace Room

"Bob (Fairweather) has certainly given downtown dining an elegant cuisine to match the elegance of the Green Room and Gourmet Room," wrote local reporter Russ Byrd. "Bob Dick is responsible for the quality cuisine. If you're having a party you couldn't ask for a more swanky address."

There may be no one who knows St. Petersburg better than Rui Farris. The executive director of the St. Petersburg Museum of History grew up not far from what is now downtown St. Petersburg.

"As a boy, St. Pete was a magical place. My brother and I had the run of our neighborhood. After church on Sundays, mom and dad would often load us in the car and head to *The Carlton*. The restaurant was one of the finer restaurants in St. Pete. Probably why it always seemed to be crowded."

Mrs Archer and other tenants were regulars at *The Carlton*. Just after New Years in 1967, the 82-year old widow wrote about the wonderful dinner she had enjoyed with friends.

...Had dinner with 3 ladies here in house yesterday. The Restaurant was pretty filled and we had a good meal. I was Paula Gaffery's guest. She insisted on paying for all of us. Our dinner was \$2.90 plus tax –not bad for New Years Day.

We went to Paula's apartment watched Lombardo's music, etc. and saw the old year out and New Years in. It was quiet around here. I didn't see a drunk.

Today we have been invited downstairs for eggnog party but I have no intention of going. I went last year, but it wasn't too exciting.

The restaurants, altogether seating 212 diners, were so popular with tenants and locals, that parking quickly became a premium. The parking lot was not big enough for tenants and customers.

"Shortly after opening, we had to buy and demolish the property across Third Street," said Mark.



An advertisement just after the *Gardens* opening promoted “A snack bar, operated in conjunction with the ground floor restaurant, is handy for pick-me-ups after a game of shuffleboard or for light lunches served while you enjoy this unparalleled view.”

In July of 1964, Times reporter Russ Byrd wrote “*The Roof Garden* is available for parties of all sizes. Not only is the fine Carlton food available but as an added attraction an unparalleled view of the city and a wide expanse of Tampa Bay.”

CARLTON GARDENS
 DINING ROOM and LOUNGE
GRAND OPENING
 NEW MANAGEMENT
 FINE GOURMET FOOD AT MODERATE PRICES

| |
|---|
| <p>PRIME ROAST RIB OF BEEF, Au Jus</p> <p>COMPLETE DINNER \$2.95</p> |
|---|

3rd ST. & 5th AVE. SO. Ample Free Parking
 RESERVATIONS FOR THANKSGIVING 894-0372

A year later, a “*New Carlton Gardens*” was offered for Thanksgiving dinner in 1965 for under \$3.00.

It evolved again and by 1967, overstuffed sandwiches carved to order were offered by Chef “Smitty” and manager, Helga Rauh, “a calm, efficient and welcoming young lady from Germany,” according to a newspaper article. “...stop by for lunch... or try the cocktail hour 4:30 - 6:30. Your drinks are only 60 cents. Visit the *Carlton Gardens* TODAY.”

A popular spot for the ladies before a fancy dinner at The Carlton was the Carlton Towers Beauty Salon, located just off the lobby. Manager Mrs. Frances Fischer welcomed both residents

and non-residents every day but Sundays. It remained a staple of the building for the next four decades, only changing ownership in 1975 when Anna Lee Burke bought and managed the salon.

LIMOUSINE SERVICE

When bad weather made walking impossible, tenants could take advantage of the Courtesy Limousine Service, as advertised. However, the vehicle was not a limo. Residents could use the 1963 Ford 4-door "Country Squire" station wagon that could seat eight passengers.

"My grandmother mentioned the Carlton Towers station wagon. It would take her to meet friends or to go shopping," said Pat Garvey

...went to Rutland's department store and waited and waited for rain to stop. It came down in bucket fulls. I was planning to go when along came Russ who drives Carlton Towers station wagon. I stopped him and came home. Glad I did because it was terribly windy.

Today sun is shining but it's cold. Weather hasn't been too nice and my fur jacket has felt so good.

Love and kisses, Nana

A later tenant, Mike Harrison, had to laugh. "The courtesy car? People living here were able to use a station wagon to run errands up to two miles distance."

Mrs. Archer continued to write letters back home. In mid-December 1968, her mind was on the holidays and her granddaughter, Patti.



...I think I'm finished with Christmas cards when along comes another I had scratched off my list. I ran out of cards, was sure I had more than I needed, bought another 25 and I still haven't enough.

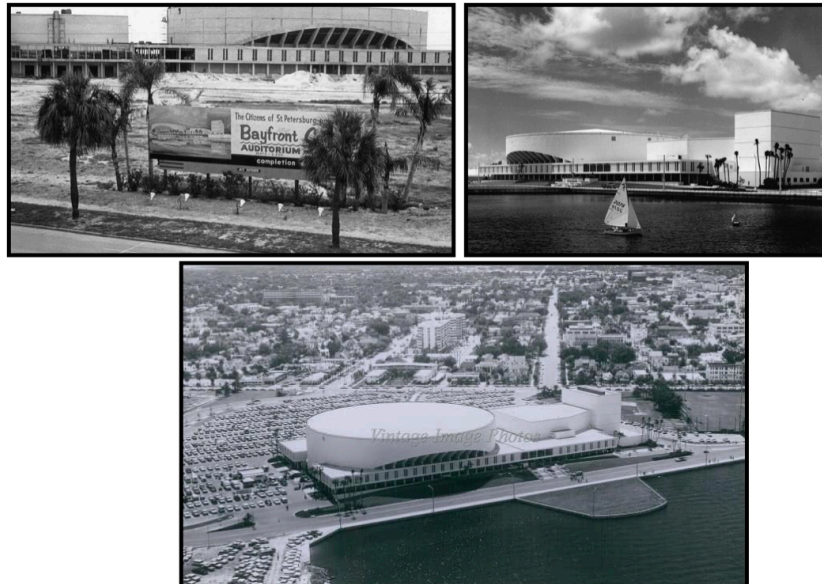
This is a busy place. I'm having my bridge foursome tonite. I think I'll make some eggnog just to celebrate old age. You know I may be old but still young at heart.

*Let me know what your beau gives you for Christmas. Hello to Steve.
Lots of love and kisses, Nana.*

Meanwhile, "Mom and I continued to spend part of our summers with her," Patti reflected. "Carlton Towers was built with an air conditioning system. It was considered a very good system in the 60's. But I remember going to the roof because my grandmother's unit was so cold at times."

THE NEW NEIGHBORS

The decade of the '60s was one marked by major new additions to downtown St. Petersburg. The Bayfront Center Complex opened its doors May 6, 1965 along St. Petersburg's scenic waterfront, just two blocks east of Carlton Towers. The waterfront venue included an indoor arena that could hold up to 8,600 people and hosted concerts, sporting and other events and an adjacent theater, later renamed the Mahaffey.



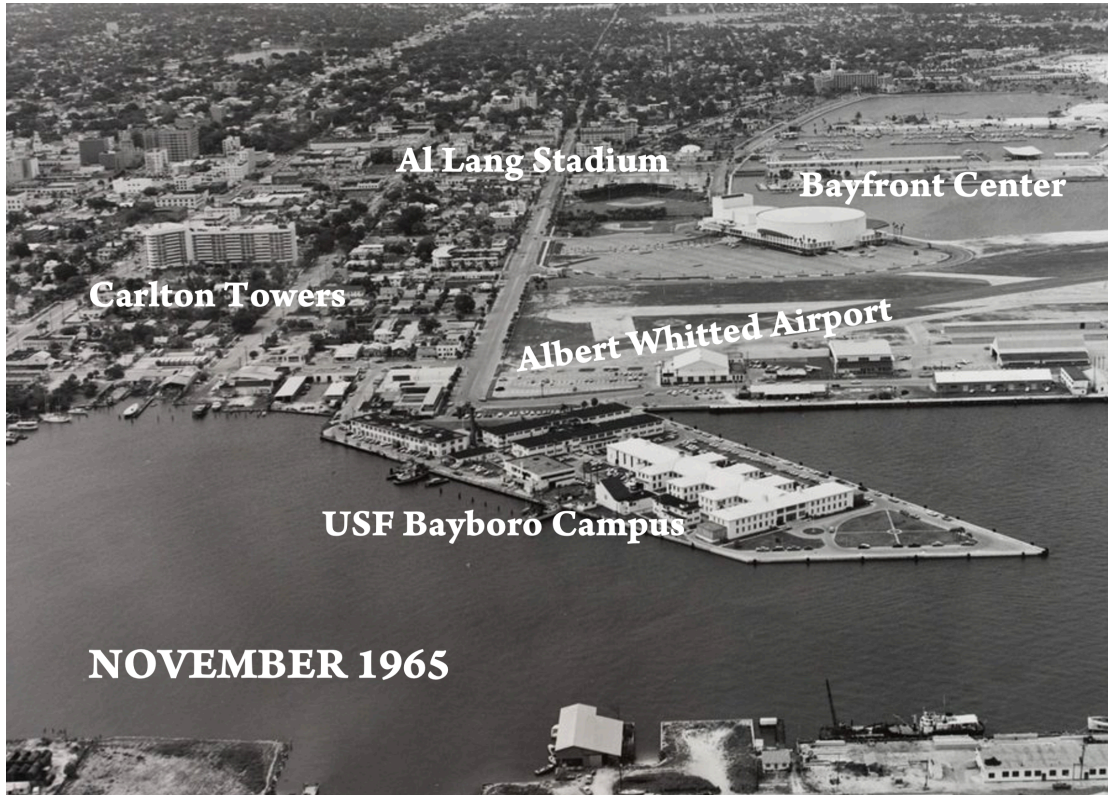
That same year, the University of South Florida established the first regional higher education institution in the state when it opened under the name “Bayboro Campus.” The first classes for 260 freshmen were held in the old Maritime Service barracks, then known as the Merchant Marine Building. Buses shuttled students between their classes in St. Petersburg and Tampa.



“The Deuces” reached its peak in the 1960s. St. Petersburg’s 22nd Street, dubbed “The Deuces,” was the heart of a thriving downtown area for African Americans. More than 100 Black-owned or operated businesses, and entertainment spots served the neighborhood. The iconic Manhattan Casino hosted America’s finest African American musicians like Duke Ellington, Louis Armstrong, and Billie Holiday.



The 1960s in America was a time of significant social and political change, marked by both optimism and turmoil. Assassinations, a war in Vietnam, and anti-war protests here at home, Civil Rights, and Women's Rights, a man on the moon, flower children and the birth control pill.



In St. Petersburg FL it was a decade of growth and optimism. Hundreds visited the Bayfront Center for musical and athletic events weekly, enrollment in the new college grew annually, tenants in Carlton Towers lounged around the pool and joined the locals dining in its restaurants.

The decades ahead would prove more challenging.

