Civil Rights, Wrong Turns, and New Directions
Pinellas by the Decades, 1962-1971
James Anthony Schnur
Looking toward Madeira Beach
Florida Presbyterian (Eckerd) College’s Charter Class Choir along Bayboro Harbor, 1960
Guy Lombardo and His Royal Canadians

The Sweetest Music this side of Heaven
Tierra Verde To Be Lombardo Port O' Call

Guy Lombardo will be in St. Petersburg today, when details of his connection with Tierra Verde will be announced officially. In top sketch a resort complex of which Lombardo will be co-manager is shown.
"Port-O-Call"

Guy Lombardo's "Port-O-Call" on the Islands of Tierra Verde, Florida
Pinellas Bayway at Entrance to Fort DeSoto Park, September 1962
Pinellas Bayway at Entrance to Fort DeSoto Park, September 1962
January 1965
Fort DeSoto, 1965, with Pass-a-Grille in the distance
ming pool at 28th St. and 12th Ave. S. Contracts have been let and the muck-removal in the area has already been completed by the city.

‘This will provide the first decent swimming spot our Negro population has ever had.

When a spur road or bridge is available to Fort DeSoto Park, a Negro bathing beach on the Tampa Bay side of Mullet Key will be provided. This area was dedicated for that purpose by the park board several years ago. It has been inspected and approved by leaders of the Negro community.
St. Petersburg Beach, Florida
Bottlenose dolphin at the Aquatarium, St. Petersburg Beach, 1964
Corey Causeway over Boca Ciega Bay at Sunset, Connecting St. Petersburg, Fla. and the Gulf Beaches
S.162—Blind Pass Bridge on Holiday Isles at Sunset Beach, Fla.
Gulf Boulevard Paving Project Moves Along

The 5.6-mile Gulf Boulevard paving project continues to move along at the Holiday Isles. W. L. Roth, Pembroke Pines, is in charge of the project. A gap at 150th Avenue in Madeira Beach was widened and repaved during the widening of the Holiday Isles Bridge over Oleta River.
Sunset Beach, Treasure Island
OF VACATION FUN

Your sunny days on TREASURE ISLAND will be filled with endless fun to suit your mood! Wake up lazy muscles by swimming in the invigorating surf. Play shuffleboard, golf or tennis with congenial, new-found friends. Browse through interesting shops for the newest fashions in smart sport clothes, original handicrafts and unique souvenirs. Stretch out on the sun-warmed white sand beach while the sound of the gentle surf relaxes every nerve, lets you recapture that “good to be alive” feeling. Cares vanish while you are sailing, boating, water skiing or skin diving in the Gulf’s clear, blue-green waters. Attend the thrilling dog, horse and auto races. Yes, whether it’s go! go! go! or slow, slow, slow, you set the pace on this sun-filled, breeze-swept vacation paradise—TREASURE ISLAND.
Treasure Island Fun Center on 104th Ave.
Satellite MOTEL
of Treasure Island
FLORIDA
$1,600,000 FACILITY READY FOR BUSINESS . . .

Seminole Center Opens!

NEW STATUS FOR SEMINOLE... with the November 4 opening of a comprehensive shopping complex, where just about any need can be filled. The facility now occupies 13 acres (of a total 40-acre tract). Future expansion is being planned. Developers of the Center are New Englander Stuart S. Golding, and Seminollian Jesse W. Johnson.


Holland Maagam, chairman of the Seminole Improvement Committee extends his congratulations to Mayor Russell Stewart. Stewart was chosen as temporary mayor immediately following the counting of the ballots.

Staffing the pre-registration booth in the Seminole Shopping Mall were three of the Seminole Improvement Committee workers. Left to right are Mrs. John Reynolds, Mrs. Harold Shepherd and Mrs. Osborn Reynolds.
"We are living our lifelong dream in RIDGECWOOD GROVES
West Coast Florida’s most popular community"
Aerial View of Ridgewood Groves and surrounding area looking south and west.
Mr. and Mrs. L. M. Lee, formerly of Muncie, Indiana, say: "The Valencia model suits our purpose ideally. We needed a small, compact tropical home with built-in comfort and "conversation size" features, including a spacious living room overlooking a gracious patio through sliding glass doors.

Living is truly rewarding in the Seville where the luxurious dimensions of the living room and bedrooms combine with abundant closet and cabinet space to give the last word in convenience.

Mr. and Mrs. Russell K. Butman say: "After inspecting literally dozens of homes, we felt we needed between $1550 to $2000 by buying in Ridgewood Greens. The Seville was just about everything we ever wanted in a home. The location is superb."

DUNCAN

Mrs. Ethel M. Beaney (right), formerly of Bellmawr, N. J., and her sister Mrs. Brenda M. Davis, formerly of Philadelphia, Pa., say: "The Duncan offers a plan for living, not just existing. We sincerely feel that our home, including the beautiful high-and-dry location, is Florida's greatest value."

That feeling of big-house comfort, by utilizing the maximum space per square foot of material, distinguishes the economically priced Duncan, an ever-popular model with senior citizens.

TANGELO

Mr. and Mrs. Frank H. Watkins, formerly of Washington, D. C., say: "The Tangelo brings nature's sunshine inside. Three sliding glass doors from the sitting area, the family room and the master bedroom open onto our big Florida room where we do a lot of living."

The Tangelo's huge Florida room typifies southern living at its best. The unique single-bath and two-lavatory arrangement is representative of building ingenuity that adds personality and distinctiveness to the entire house.
OUR PLEDGE TO YOU

We pledge our sincere conviction that Ridgewood Groves homes represent the best values to be found anywhere. You can live your dream here with every assurance that the materials in your home are the finest to be purchased and the workmanship the best. We are proud to offer you the happy future to be found in the home you select. We hope that you soon will join our lifelong friends in Ridgewood Groves, the proud achievement of the Charles K. Cheezem organization.

we stake our reputation on your satisfaction

CHARLES K. CHEEZEM
Builder - Builder - Developer
P. O. Box 297 Phone WA 1-5494
St. Petersburg, Florida
DESTRUCTED BY $250,000 FIRE

Crowds View Ruins Of The Signal House

By HAZEL GEISSLER
Times Correspondent

INDIAN ROCKS BEACH — The curious gathered early yesterday morning and continued through the day to see the ruins of The Signal House, one of Florida’s most distinctive gift marts, gutted by fire Thursday night.

The building complex was roped off from the sightseers, and broken glass and water lay deep around the buildings. Inside, was black smoke and ruins.

Thursday night, leaving three employees in the showrooms and one customer browsing in the Oriental Room. It was this customer who spotted the smoke drifting through from the rear warehouse.

As asked if he would rebuild, Byars, still dazed from the loss, said no. But close friends and associates, said the couple’s creative abilities would soon lead them to build a bigger and better Signal House.
GE’s Pinellas Plant, mid-1960s
Sperry Plant, Oldsmar, 1962
ECI plant, St. Petersburg, 1965
ECI plant,
St. Petersburg,
1965
St. Petersburg
The Pier
Pot Luck Supper, Clearwater, 1962
Mease Manor Retirement Community, Dunedin, 1964
Mease Manor Retirement Community, Dunedin, 1964
Seaboard Airline Passenger Terminal, in use from 1959 through 1968, located along Fairfield Avenue S. near US Hwy. 19
New “suburban” St. Petersburg depot, near 38th Avenue North, June 1963
Old ACL Terminal, First Avenue S., 1962
First Avenue S. at First Street, 1962
Old ACL Depot shortly before demolition, 1963
Largo Railroad Terminal, shortly before demolition in mid-1967
Old railroad depot on Cleveland Street, downtown Clearwater, 1969
Belcher Road at Ulmerton, looking south towards the G.E. Plant
Ulmerton Road at Belcher, looking west towards Starkey Road
YOU'RE INVITED...

to the spectacular opening of pleasant-ful shopping! Here's the newest, biggest, brightest showplace of the world's finest merchandise. Not only brimming with rare treasures, but a new concept for leisurely, comfortable browsing and entertainment. You'll enjoy its convenience and beauty. So come out Today, Friday and Saturday and join us at Sunshine Mall in a grand welcoming!  

Grand Opening

Sunshine Mall

Climate Controlled Shopping City
Opening Day Ceremony
9:15 A.M. TODAY
MISSOURI AVE. & BRIDG. RD., CLEARWATER

Big Days Of Premiere Specials In Every Store
THURSDAY, Sept 26 & FRIDAY, Sept 27 & SATURDAY, Sept 28

A DEVELOPMENT OF GABRIEL ASSOCIATES
Gateway Mall, northern St. Petersburg
Seminole Mall, early 1970s
School Officials Take A Stand To Cool ‘Dixie’ Misunderstanding

By BETTE ORSINI
Of The Times Staff

Pinellas school officials tried Friday to cool misunderstanding over a high school name and symbols honoring the county’s school superintendent in 1912, Dixie M. Hollins, as Parents Against Forced Busing (PAFB) disrupted classes briefly with shouting - singing picket lines at Dixie Hollins High School.

School administrators denied that the school’s name has been ordered changed, and said the only action was a school announcement Thursday over the intercom of activation of a committee’s study recommendation that the Confederate flag — a popular but unofficial symbol — no longer will be used for pep assemblies and games. A new school flag is to be designed.

A PAFB platoon, claimed by the group to number 200 but estimated by school officials at “75 to 80 or more,” began picketing about 10:30 a.m.

THEY LEFT when sheriff’s deputies and school security men arrived, but pledged that they won’t leave next time.

Friday night, protest leader Gwen McCook said PAFB is calling on parents of all Dixie Hollins students to strike Monday by keeping students out and participating with the group in picketing the school at 9:30 a.m.

“The pickets will continue every school day until the will of the majority is met and students keep their flag,” Mrs. McCook said.

MEANWHILE, ST. PETERSBURG police officials declined to disclose a list supplied by PAFB of other schools to be picketed and dates.

Capt. David Milehan, community relations division commander, confirmed such a list but said he “wouldn’t want to divulge it at this time.”

He said he hasn’t disclosed the list to school security officials and doesn’t know if he would if asked.

MILEHAN CALLED back later with an official statement. (See DIXIE HOLLINS, 3-B)

Justice Refuses To Halt Pinellas School Busing

Times Bureau

WASHINGTON — U.S. Supreme Court Justice William O. Douglas said “no” Friday to parents who wanted him to halt bus-borne desegregation of Pinellas County schools.

He gave no reason for his refusal to halt the county’s new desegregation plan, which went into effect Sept. 7, pending an appeal.

THE MOTION to stay the court-ordered plan was filed a week ago by Pinellas School Board Chairman Ron Fisher, State Sen. Richard Deeb and Mrs. Grace Tilka, a leader of
Helmeted Pinellas County Sheriff's Deputies Keep Eye On Boca Ciega Students
Evening Independent, 17 August 1971

**Busing Fighters Form National Organization**

**SHEILA MULLANE**
Independent Reporter

**Parents Against Forced Busing,** claiming 50,000 Pinellas County “supporters” became a national organization today with former governor Claude R. Kirk Jr. as chairman.

In a morning press conference at State Sen. Richard Deeb’s St. Petersburg office, Sam Buice, chairman of the local group, announced the group would go national in scope and said Kirk had agreed to become national chairman.

“Gov. Kirk is most enthusiastic and optimistic in his acceptance of this position and promises to lead the national organization to victory in our campaign for the preservation of neighborhood schools and every child’s inherent right to attend that neighborhood school,” Buice said.

Paul Sullivan, Deeb’s aide, said similar “grass roots” parents groups in Charleston, S.C.; Wilmington, N.C.; Austin and Dallas, Texas; and Seattle, Wash., have indicated they are interested in joining the national organization.

Among the actions being planned by the local parents group that may be extended nationwide are:

—Seeking rejection of the $500,000 in federal funds requested by the Pinellas County School Board for the purchase of buses.

—Pressuring the School Board to return to Federal Court before school starts in September to seek a “better plan” for desegregation involving less busing.

—Possible court appeal of the desegregation plan by the parents’ groups if the school board takes no action.

“Kirk will be working with local and other groups in and out of the state to form policies and plan strategy,” said Buice.

Kirk is scheduled to be the featured speaker at an anti-busing rally Saturday, Aug. 28, at Al Lang Field. The rally will start at 6:30 p.m.

According to Buice, Kirk was chosen as the national chairman because he “commands national respect, can approach with dignity our President and members of Congress and can make the weight of the organization felt.”

Statewide, Buice said 25 to 30 counties have joined the organization.

Buice maintained the “pendulum is swinging in the other direction” away from court-ordered busing to achieve desegregation. He cited several court decisions within the past month involving Florida and Georgia school districts where the courts rejected busing proposals.

He said the parents’ group is for “practical boundary lines.” He suggested majority-minority transfers as a “fair” way to achieve desegregation.

—Staff Photo by Fred Victoria

Sam Buice (Left) And Sen. Richard Deeb
At Morning Press Conference
St. Petersburg Times, 1966
St. Petersburg Times, 1966
WENDY WATRISS
Independent Reporter

There was satisfaction on all sides of the garbage front this morning.

Almost all of St. Petersburg's striking sanitation workers reported for work at 7 a.m. — with smiles on their faces.

And the new employees were given the choice of staying or leaving — with sufficient cash in hand.

Terms of the cash settlement and opportunities for future employment were explained to the new workers (hired since last Monday) at Woodlawn Community Center.

Those who wished to stay were promised the balance of last week's salary (what was owed after the daily $10 stipend they received), a $50 hardship bonus and $10 for today's work (with the balance to come later). The last payment was a token offer as none of the men were actually expected to work today.

Those who want to return home were given the same cash settlement plus additional money for tonight's board and the bus trip back to Tennessee (most of the new men were brought in from Oak Ridge, Tenn.).

All will be paid today.

The men were hired by the city last week when the regular garbage collectors refused to go to work on Monday morning. The strike was prompted by anger over the new pay plan.

The strike was settled yesterday afternoon when City Manager Lynn Andrews and attorney Jim Sanderlin (representing the workers) announced the terms of a new agreement. The settlement promised the city workers to return to their jobs and promised permanent employment to those new workers wanting to remain in the city.

Andrews began further negotiations this morning for a contract with two management consultants hired when the strike began. The two men, Jack Young of Daytona and Robert Toole of Oak Ridge, Tenn., said they would probably stay on as consultants for six months.

Young said: "the settlement with the men is more than fair."

Early this morning, there seemed to be about 70 or 80 of the new men who wanted permanent employment with the city. The number could be as high as 100.

The out of town workers were taken from the southside compound to Woodlawn about 7:15 this morning. They were divided into two groups: Those from the St. Petersburg - Tampa area, and those from Tennessee and Alabama.

Robert Baker, head of Personnel, Bob Steylter, head of Public Works and Earl Jacobs, director of Public Information,...
Even the Viet Cong are willing to talk.

We just need some respect.

Why can't King Andrews talk?

We are fed up with this treatment.

And Justice Hall!
Safety Harbor Turns On Water

By DOROTHY HELM
Times Correspondent

SAFETY HARBOR — A major bottleneck to providing running water to residents of Brooklyn subdivision was eliminated by the City Commission at last night's meeting.

The commission approved the signing of an agreement with Seaboard Coastline Railroad which grants the city the right to install the four-inch pipeline onto the railroad right-of-way to Brooklyn subdivision located in the county across the railroad tracks from the Safety Harbor city limits.

CITY Atty. William O'Malley requested that City Manager Robert Weatherly obtain a letter from the Pinellas County Water Department stating that the county cannot supply water to the subdivision and granting Safety Harbor the right to sell water to this portion of the county.

For a number of years the city has been making plans to provide water to the subdivision. Mrs. Tacy agreed to have the power and water connections removed and the building closed. The extension was granted providing Mrs. Tacy will write a letter to Weatherly stating that the garage apartment will be demolished regardless of what is done with the main apartment building.

The city manager was granted authority to review and prepare amendments to the personnel rules and regulations. He will present these recommendations for approval.

Mayor George McGonegal was granted authority to appoint a public recreation facilities committee to study the size needed for an auditorium, to look into the present existing facilities and to prepare a plan for financing. McGonegal said that the committee would be ready to present its recommendations within 60 to 90 days.

Terra Vida

Lee County since Bradenton attorney Robert Knowles withdrew as Danzig's counsel more than a year ago, also pounced on the press.

"In my opinion, they (the newspaper stories) have been dreadfully written," Watson affirmed.

In a long statement read to the crowded courtroom benches, Watson outlined a schedule of action for proceeding with plans for the development head line necessary for the dredging and filling that will need to be done is solidly approved.

Danzig and Watson also made these points:

- Danzig's original announcement of the project was made reluctantly, and "only at the insistence of the county."
- Activity promoting the project is "at this stage simply a matter of private enterprise."

Lee County since Bradenton attorney Robert Knowles withdrew as Danzig's counsel more than a year ago, also pounced on the press.

"In my opinion, they (the newspaper stories) have been dreadfully written," Watson affirmed.

In a long statement read to the crowded courtroom benches, Watson outlined a schedule of action for proceeding with plans for the development head line necessary for the dredging and filling that will need to be done is solidly approved.

Danzig and Watson also made these points:

- Danzig's original announcement of the project was made reluctantly, and "only at the insistence of the county."
- Activity promoting the project is "at this stage simply a matter of private enterprise."

Lee County since Bradenton attorney Robert Knowles withdrew as Danzig's counsel more than a year ago, also pounced on the press.

"In my opinion, they (the newspaper stories) have been dreadfully written," Watson affirmed.

In a long statement read to the crowded courtroom benches, Watson outlined a schedule of action for proceeding with plans for the development head line necessary for the dredging and filling that will need to be done is solidly approved.

Danzig and Watson also made these points:

- Danzig's original announcement of the project was made reluctantly, and "only at the insistence of the county."
- Activity promoting the project is "at this stage simply a matter of private enterprise."
Garbage Plan Action Taken

Times Staff Writer

SAFETY HARBOR — The Brooklyn area just north of Safety Harbor is to receive garbage pickup service from the city if an agreement is reached on a proposal passed at Monday's City Commission meeting.

Acting on a recent request from residents of the area, the commission voted to extend the service under contract on a three-month trial basis.

The area previously had no arrangement for the collection of garbage.

Under the proposed agreement, one or two centralized containers must be placed in the area and the roads to the container must be kept up to allow passage of the garbage truck.

If the arrangement proves successful, the city may extend the contract to six months and then place it on a yearly basis for renewal.

City officials are to check into the possibility of obtaining a federal grant to finance part of a recent tunnel.
Tarpon Springs, March 1967
Sponge Exchange, Tarpon Springs, 1967
Vice President Spiro Agnew in Tarpon, 1969
Gov. Claude Kirk, 1968
Rep. Mary Grizzle, 1965
Condominium Apartments A Profitable Investment

"Historically, some of the world's great fortunes were and are being made in the sale of real estate," muses Sidney Colen who has been a leader in building and developing in Pinellas County for longer than any other major builder.

"As our population grows, more people are going to need more lots, homes and apartments, and more land for stores, factories, office buildings, etc.

"This expansion of demand for working and living space tends to pull good property values upward. And the upward rate is at least as fast as the downward rate of the buying power of the dollar, thereby making the investment in good property an excellent hedge against inflation."

As a case in point, Mr. Colen cites the pecuniary advantages of buying a condominium apartment at his "On Top Of The World" adult community, 2410 Sunset Point Road (Rt. 588), Clearwater, where spacious apartments are priced from $10,450 to $18,950.

"Our average apartment sale at 'On Top Of The World' is approximately $15,000," he says. "In my opinion, buyers of these apartments now can realize a 50 per cent appreciation gain in a 3-year period. In other words, a $15,000 apartment should be worth $22,500 by 1972. And in 5 years, or less, it's entirely conceivable that they can realize a net profit of $10,000."

No other condominium community anywhere offers residents so much for such a low monthly maintenance fee. The giant $1,000,000 recreation center is already completed for unlimited use by residents. It includes an auditorium, social hall, billiard rooms, card rooms, library, hobby rooms, sauna baths, gymnasium, etc.

As the builder of the first condominium in America, visionary Sidney Colen has revolutionized the country's housing concepts with his "On Top Of The World" adult community. On the outside is an Olympic-size swimming pool that will soon be joined by tennis courts, shuffleboard courts and lawn bowling courts. An 80-acre fresh water lake is stocked with fish for angler enthusiasts.

The 18-hole golf course is also completed in this 450-acre pastoral paradise that offers residents a forever challenging new way of life.
Boat “condo,” St. Pete Beach, 1964
Evening Independent, 22 July 1966

Dolphins Quit Beach Field; Undecided On Camp Switch

By LONNIE BURT
Of The Times Staff

That wild guessing game — will the Miami Dolphins leave their St. Petersburg Beach training site? — is still in full swing.

Even the arrival yesterday of Dolphins’ managing partner Joe Robbie didn’t shed much light on the situation although the Minneapolis lawyer tried, in a few thousand legalistic words, to clarify his club’s position.

But there is one thing reasonably certain — the Dolphins are through with the

grassless practice field in the 4900 block of Gulf Boulevard.

Boca Ciega High School came to the rescue, agreeing to make its Gulfport stadium field available to the Dolphins until a practice field adjacent to the school can be made ready.

Parts of the Boca Ciega stadium field recently have been resodded. Thus the Dolphins can practice on only part of that gridiron until the adjacent lot is mowed and lined.

Whether the Dolphins stay on St. Petersburg Beach or move elsewhere is unsettled. Robbie said he will evaluate the situation and make a decision during his 10-day stay in Florida.

It has been rumored the Dolphins will pull out of St. Petersburg Beach after their Aug. 6 exhibition date against the San Diego Chargers in California. Melbourne and Homestead have been mentioned as possible new sites.

Robbie seemed more concerned with the field that his high-priced warriors had been working on rather than a training camp switch.

“T certainly approved changing fields,” said the Dolphins president. “Some of the players were handicapped. Getting on a qualified practice field is the first order of business.”

Robbie said he will look into the Suncoast Sports Inc. - Dolphins financial arrangement and then decide whether a camp switch is in order.

Suncoast had agreed to underwrite the Dolphins’ training expenses up to $50,000 yearly on a

(See DOLPHINS, 2-C)
Al Lang Field, 1966
St. Petersburg Junior College, Clearwater Campus, 1965
BE IT KNOWN THAT
SUSTAINED AND WEATHERED THE TRIALS
AND TRIBULATIONS
THAT BEFELL ALL STUDENTS WHO ATTENDED
BAY CAMPUS.
IN RECOGNITION OF THIS, AND MANY OTHER
ACHIEVEMENTS...
EACH CHARTER MEMBER OF BAY CAMPUS
IS HEREBY AWARDED A
"PLANK OWNERSHIP"
IN THE SPIDER'S WEB
THE GROUP SPIRIT, ENTHUSIASM, AND
HUMOR
WHICH PERMEATED THE CAMPUS
DURING THIS EVENTFUL YEAR...
WILL BE UNEQUALLED BY SUCCEEDING CLASSES!

1965-66
An Introduction to the St. Petersburg Campus UNIVERSITY OF SOUTH FLORIDA
Historical Museum, Courthouse
Ralph Reed and Jean Hill, 1965
Pinellas Shopping Center, Largo, 1963
Downtown St. Petersburg, 1964
Largo High School’s Band of Gold, 1969
Florida Palms Nursery,
Oldsmar, 1957
Florida Palms Nursery, Oldsmar, 1957
St. Petersburg-Clearwater International Airport
TAMPA AIRPORT MOTEL
2222 N. Westshore Blvd.
Tampa 7, Florida
Disney World Opens

1,500 Disney employees in front of Cinderella Castle
Orlando International Airport (MCO)
Jim Schnur
Associate University Librarian
Nelson Poynter Memorial Library, USF St. Petersburg

Past President,
Pinellas County Historical Society