



## *"Save Rookery Bay"*

**The Public Record of a Significant Victory  
In the Continuing War to Conserve America's  
Natural Resources**

Collier County Conservancy

Naples, Florida

## *Foreword*

**I**n 1964, as was happening across the nation, the face of southwestern Florida was being changed. Great sections of subtropical wilderness, land, islands and waters, were being transformed into real estate developments; irreplaceable birds and fishes were being evicted from their ageless habitats; and natural treasure troves were being bulldozed into oblivion . . . and with them a way of living dear to the hearts of residents and visitors.

What could be done to preserve for posterity at least a portion of this priceless heritage? On Saturday, April 11, 1964, a group of people from all walks of life met in Naples to discuss the broad problem . . . and the Collier County Conservancy was born.

There was but one answer. The vital estuarial areas south of Naples, Rookery Bay and Henderson Creek, must be acquired and made into a sanctuary to be safe forever. This was one sure way to preserve a small part of the Florida of the past for others to study and enjoy in the future.

The newly formed Collier County Conservancy shouldered the responsibility of raising a large sum of money by private subscription. There was no time nor inclination for Government aid. It would be done by the people . . . in the highest American tradition. Two options to purchase approximately 2,600 acres of land and islands were signed; the news released; and the drive to "Save Rookery Bay" began.

The following pages portray a graphic story of raising the money to meet the first option which expired March 31, 1966, covering 1,600 acres in the heartland of the proposed sanctuary. The decisive battle would be fought without any preliminaries. What cannot be shown by the printed record is the selfless dedication of the men and women involved . . . and the spirit and generosity of the donors, large and small.

But more than money was required. In this land of ours nothing can be considered permanent unless its foundation is the will and permission of the people. As expected, there was opposition by vested interests. But the people spoke . . . and Rookery Bay was saved.

Still to be recorded is the story of the second option, Henderson Creek, a tract of great biological and ecological importance, guarding the flank of Rookery Bay.

# What's Ahead For County's Key Island Area?

This preliminary report was prepared for the purpose of stimulating further discussion on this subject, hopefully leading to agreement between property owners and county officials on the most appropriate development regulations for the area. The area considered by this report is bounded by the Gulf, US 41, Naples Bay and the Isles of Marco Road. (See Figure II)

The importance to the County that this area be properly developed is accentuated by the fact that it includes eight miles of Gulf beach, lying immediately south of the City of Naples, and roughly 7,500 acres of mainland suitable for development as prime waterfront property located either on navigable sea level canals or on open bays. Located in the heart of the area is a four square mile area which the Collier County Conservancy is in the process of establishing as a natural marine preserve, which is intended to serve both conservation and recreation purposes. This preserve centers on Rookery Bay and includes much of the surrounding mangrove islands, small bays and salt creeks. (See Figure I) This preserve will be increasingly valued by Collier County residents and visitors for close-in boating and fishing as population increases and similar areas are converted to urban development. Careful planning of land development around the perimeter of the preserve will assure that it will add value to nearby lands, such as parks, lakes and golf courses do.

This report divides the above described area into two separate areas of consideration:

1. The unincorporated portion of Key Island, Little Marco Island and the other nearby islands which are large enough for urban development but are not connected to the mainland by bridges.
2. The mainland.

## THE ISLANDS

The largest of the islands in this area is Key Island. It is slightly more than 6 miles in length, and is bounded by the Gulf, the Inland Waterway, Gordon Pass and Little Marco Pass. Its developable width is determined by the distance between the landward edge of its Gulf sand beach and the bulkhead line along its eastern shore. This width varies from about 300 feet at the narrowest spots to over 3,000 feet at the widest. The northernmost mile of the island lies in the City of Naples. The northerly two thirds of the island, which includes its widest portions, is in single ownership and is currently not slated for development or sale by the owner. The southerly third of the island is in several ownerships, and the development plans of the owners vary somewhat. The width of the southerly third of the island varies from about 475 feet to 875 feet. There is no possibility of substantially expanding this width by landfill on the eastern side because of the location of the Inland Waterway. Key Island is undeveloped except for a few cottages near the southerly end and a private club at the north end. All are reached by private boats.

Little Marco Island (now two islands because of the Hurricane Pass breakthrough) fronts on the Gulf for about two miles, but its beaches appear to be less stable than those of Key Island. There are two islands which lie just east of the Little Marco Islands, one of which fronts directly on Hurricane Pass. The other island of significant size in this area lies east of and across the Inland Waterway from Key Island, and is bounded on its east side by Rookery Bay.

At the July 6 hearing on this subject, there was an apparent lack of agreement on whether the land development regulations for the islands should anticipate connection of the islands to the mainland by bridges. The question of whether to link one or more of these islands to the mainland by bridge will depend on two factors: the desire of the majority of the property owners and the financial feasibility of the project. Vehicular access to the islands would of course increase island property values, and at such time as the property values would be increased more than the cost of constructing the necessary bridges, economic feasibility will exist. If and when one or more of these islands are made accessible to vehicles and are served with utilities, it seems logical to expect that they would be utilized for fairly high density residential and vacationer accommodations and services, unless a majority of the land owners prefer to maintain a single family residential area, similar to the City of Naples beachfront south of the Beach Club. Unfortunately, there is no way to predict with certainty when, or even if, bridge construction to one or more of the islands will occur. The most obvious obstacle to bridge construction is the fact that the islands are relatively small in area and the bridges necessary to reach them will be expensive. Unless a substantial portion of the Gulf front property were public, it seems unlikely that construction of bridges will be deemed a public responsibility.

Since the development potential of the islands is so different with and without vehicular access, it seems appropriate to have a set of development regulations for current conditions, with a plan for a different set of regulations to be applied if and when bridges are constructed. The following regulations are suggested as being generally appropriate for the islands so long as present conditions continue:

### A. Permitted Uses:

1. Single Family Residences or Vacation Cottages.
2. Private Boat Docks.
3. Private Picnic Shelters.

### B. Special Exceptions: (Uses which may or may not be permitted by the Board of County Commissioners, depending on where and how they are planned)

1. Private Clubs.
2. Public or Non-Profit Recreation Areas and Facilities.

### C. Minimum Lot Sizes: 20,000 square feet

### D. Minimum House Size: 1,000 square feet

Additionally, regulations covering the installation of docks and boat houses will probably be needed in this area, and in similar waterfront areas. The following regulations are suggested:

Docks shall not project outward more than 25 feet, or 10% of the width of the waterway, whichever is less. Docks shall not encroach into required side yards, extended. Unwalled, one story boat shelters may be erected over boat slips, but no part of such shelter may extend past the shoreline or into a required side yard. Mooring piles may be installed wherever necessary, so long as the County Engineer finds that they will not impede navigation. Enclosed boat houses may be erected over boat slips so long as they meet waterfront setbacks.

If and when roads and utilities to the islands are assured, and if it is agreed

that resort facilities rather than purely residential development is preferred, development regulations similar to the City of Naples "G-a" zone would seem appropriate. Briefly these are:

### A. Permitted Uses:

1. Single Family Residences
2. Multiple Family Residences
3. Transient Lodging Facilities (hotels, motels, etc.)
4. Shops, restaurants, etc., which are an integral part of a hotel, apartment house, etc.

### B. Special Exceptions:

1. Private Clubs
2. Recreation Areas and Facilities
3. Schools and Churches
4. Marinas

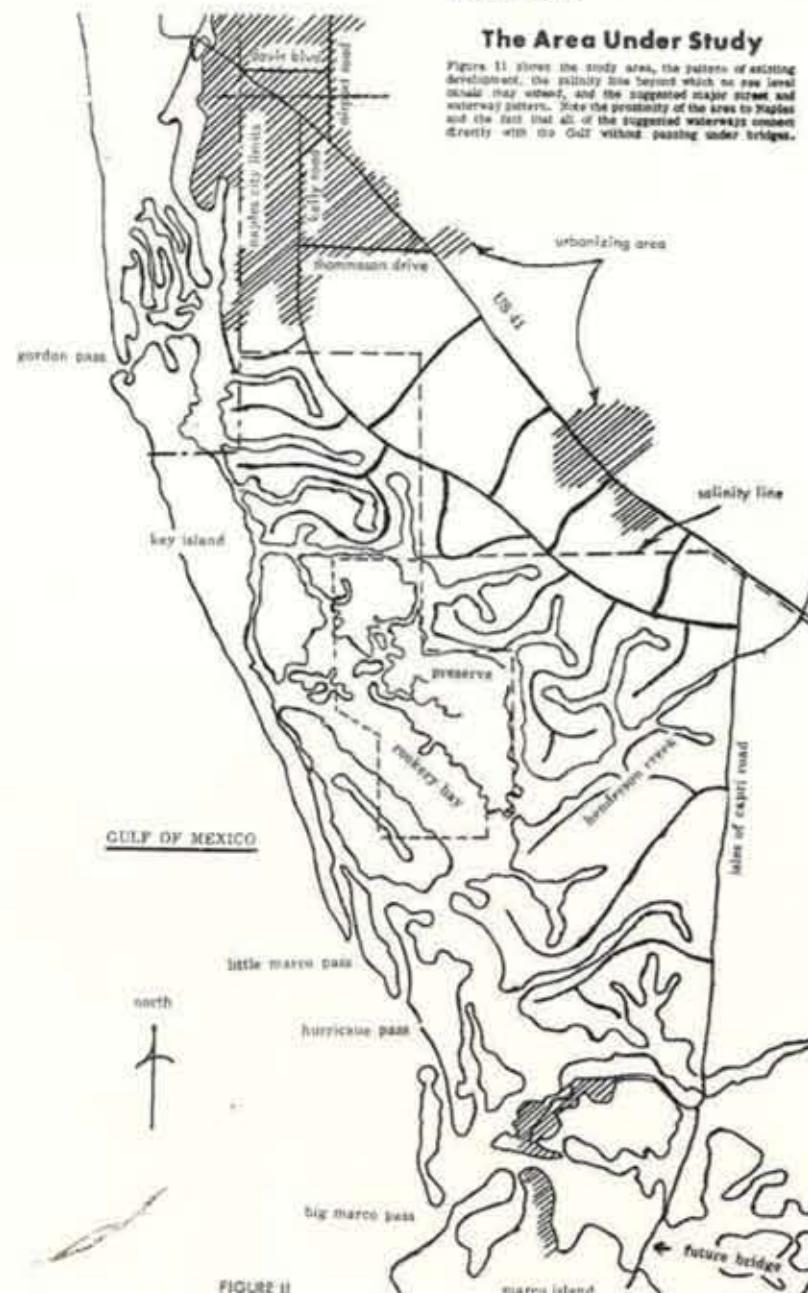
There are approximately 20 square miles of mainland in the study area which lie east of the islands and principal water bodies. It is strategically located coastal property, lying between the City of Naples and Marco Island. More than half of the area is low-lying marsh or mangrove land and is seaward of the salinity line. Creation of building sites will necessitate dredging and filling, resulting in many miles of navigable waterways and much waterfront property.

Only about 1½ square miles in the northern corner of this area has been developed for urban purposes. Much of the existing development quality is sharply lower than adjacent development in the City of Naples. In a few years, the perimeter of Naples will be completely developed. The logical expansion area for marinas, yacht clubs, boatels and other pleasure boat-oriented facilities, as well as for waterfront residential development, is along the Inland Waterway, immediately south of Naples Bay. The mainland in the study area, and its waterfront, has an excellent future development potential and every effort should be made to upgrade existing development and hold new development quality as high as possible. A serious hazard to the development potential of land such as this is the premature development of small subdivision projects, which reduces the area's attractiveness to developers of high quality subdivisions.

Much of the mainland in this study area is suitable for waterfront development for a depth of one to two miles. Unless all of the land owners in this area can collaborate on an overall development plan, an unlikely possibility, the only way to insure the orderly installation of major streets and major waterways necessary to development of the entire area is through adoption of an official county plan. An area as large as this one, when fully developed, can be expected to include a wide variety of urban land uses. No detailed plan of development is proposed here, but rather a general pattern of major streets and waterways is suggested, to show how the land can be developed in harmony with existing major physical features—the Inland Waterway, Rookery Bay, the Conservancy preserve, Henderson Creek and US 41.

## The Area Under Study

Figure II shows the study area, the pattern of existing development, the salinity line beyond which no sea level docks may extend, and the suggested major street and waterway pattern. Note the proximity of the area to Naples and the fact that all of the suggested waterways connect directly with the Gulf without passing under bridges.



# collier county CONSERVANCY

ROOKERY BAY COMMITTEE



February 17, 1966

NAPLES, FLORIDA

P. O. BOX 2136

Your name has been mentioned as one of the influential members of this community to whom we can turn in a crisis in the fight to keep Rookery Bay and its surrounding areas from being cut up into small building lots.

Rookery Bay will be saved if we can raise \$300,000 before April 1, 1966. To date \$225,000 has been raised by a small group of Naples men and women and with the aid of the National Audubon Society. We have \$75,000 to go to meet the deadline!

You will agree the bulldozer and dredge will destroy more than one of the very last habitats for our already diminishing fish and semi-tropical birds. They will destroy the peaceful, restful charm that brought you to Naples, and consequently affect the value of your investment.

We urge you to join the fight! Please read the enclosures and then give as generously as you can, for it is a matter of enlightened self-interest.

Very truly yours,

*Charles Draper*  
Charles Draper,  
President

P.S. Your contribution is tax deductible and the funds will be held in escrow, to be returned in full in the tragic event that support of the thinking people is not forthcoming.

One of our founders suggested:

KEEP NAPLES THE GATEWAY TO THE 10,000 ISLANDS  
.... NOT THE GATEWAY TO THE 10,000 LOTS!

Dear Friend:

Can you imagine Naples turning into another Ft. Lauderdale? Not that there is anything wrong with that charming East Coast city; but most of us are living in Naples because we prefer a smaller, less crowded community.

The threat of Naples changing right before our very eyes is a real one if the beautiful waterways and mangrove islands are destroyed by certain big real estate developers and land speculators. That almost happened recently and it took a petition of over 2,000 Collier County citizens to prevent such destruction.

The delightful Rookery Bay - Henderson Creek area lies like a land of golden opportunity for the developers between Naples and Marco Island. The bulldozer and the dredge are eager to cut it into ribbons of canals and 100 ft. lots. All that is needed is a connecting road.

Blocking that road and fighting powerful real estate-political interests is a small group of Naples men and women who have formed the Collier County Conservancy - Rookery Bay Committee. This organization has taken options to buy approximately 2,500 acres in this area and set this aside to preserve its natural beauty, protect the home of semi-tropical birds and conserve the breeding grounds for such fish as the snook, trout, redfish, mullet and many others.

The National Audubon Society has agreed to make this priceless area a Sanctuary . . . open to the public enjoyment forever. All of you will be able to boat, fish and picnic there just as today for the rest of your lives, and the lives of your children.

Intense opposition is expected from the interests who will profit from a land boom with high pressure and mail-order selling. They will criss-cross our waterways with causeways and infest the whole place with mass-produced houses, roaring outboards and hot dog stands.

Is that the Naples you want? We don't think it is. Then join the fight and form an army of aroused citizens that will again (and for the last time) SAVE ROOKERY BAY.

Collier County Conservancy  
Rookery Bay Committee



## PLEDGE

(Date)

Collier County Conservancy  
Rookery Bay Committee  
P.O. Box 2136

Dear Mr. Draper:

Yes! I will join the fight to preserve Rookery Bay. I hereby pledge \_\_\_\_\_ dollars payable by check herewith \_\_\_\_\_ in stock \_\_\_\_\_ in annual installments \_\_\_\_\_ for three years.

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City & State)

For income tax deduction make checks payable to:  
The Nature Conservancy, 2039 K Street N.W., Washington, D.C. 20036

Benefactor: \$5,000 Patron: \$1,000 Sponsor: \$500 Defender: \$100  
Friend: \$-----

## Conservancy's Draper Firm Believer In The 'Balance Of Nature'

The man heading up the Collier County Conservancy's drive to save Rookery Bay is a retired, fighting colonel of the U.S. Air Force who flew over "the hump," in the Burma-China theatre 11 times, walked away from two plane crashes and who sees a threat to the future of Naples. He is Charles J. Draper of 857 17th Avenue, South, and Kennebunkport, Maine.

Always an outdoorsman, Draper still raises quail in Maine for release. "I believe in controlled game management; in preserving the balance of nature. I abhor the overkill as much as I do the destruction of the natural habitats of both game and fish. That is why I am working to make the Rookery Bay, Henderson Creek area into a sanctuary. The wanton destruction of this spawning and nursery grounds for our local fishing would do far more than practically eliminate our sports fishing; it would set back the economy of Southwest Florida," Draper said yesterday.

After graduating from Harvard in the class of 1927, Charles Draper joined Paine-



CHARLES J. DRAPER

Webber & Co and soon became manager of the Boston office. In 1934 he resigned to purchase the Belmont Springs Country Club which he refurbished and put on its financial feet. In 1937, the International Open Golf Tournament, the largest ever held up to that time, was played over Belmont Springs with Byron Nelson the winner and Ed Dudley, runner-up. Draper's club had become famous in world golf circles.

Right after Pearl Harbor, Draper joined the Air Corps, as it was then called. He was assigned to the Burma-China theatres and served as a staff officer of General Claire Chennault of the Flying Tigers. "They were a wonderful, story-book bunch of guys, fighting the Japs all alone in 1942," he recalled. On his first trip "over the hump" Draper's plane lost an engine and crashed in a rice paddy. "I got away scared, and soaking wet," he said. Not

long after Captain Draper again looked death in the face at Kunming, China, when the landing gear of his plane collapsed on the runway.

**SEES CHINA THREAT**  
Asked what he thought about the Viet Nam situation in the light of his experience, Draper said: "My approach to war is from the point of view of winning it. We ought to face facts. A showdown with China is inevitable. Why should we wait until China is at her peak and face atomic retaliation?"

Draper married Miss Ruth Chamberlin of Winchester, Mass., in 1930. Their first trip to Naples was in 1946 when Colonel Draper was on terminal leave from the U.S. Air Force. They now spend seven months in Naples and five months in Maine. "I've been all over the world and Naples is the place we selected. We both love the fishing, shelling and the people; but I am concerned about the future," Draper said.

The challenge to Naples' future is the lack of long range planning at both local and county levels, Draper feels. "Naples must not destroy its most precious assets in the name of progress," he said, "or the basic character of the community will change. Rookery Bay is an example. Take away our fishing and crowd our beaches and it will no longer be the Naples we love."

Asked how the fight to save Rookery Bay was going, Draper replied: "This time we are not going to wait to lock the door until after the horse is stolen. It is going to be a tough fight. I think we can and will win."

## To Sanford, Conservation Is Close To A Religion

To Nelson J. Sanford, conservation is not a hobby for retirement years; it is almost a religion - and as one of the founders of the Collier County Conservancy, he dedicates a major part of his time to it today. A retired lumber executive, though still a director of the Sanford-Harris Lumber Company, Pittsburgh and Alaska, Sanford sees many parallels between his experience with forest products and what the Conservancy is trying to accomplish in Collier County. He is one of the founders of the local Conservancy.

"A man can't spend his life working with trees without becoming an ardent conservationist," Sanford said yesterday in an exclusive interview for the Collier County News. "Just like many people think the Gulf of Mexico is so big it will never be fished out, people thought our forests were so big they never would be used. Nobody was concerned about cut-over forests just as many people are indifferent to cutting roads through estuaries today."

"Suddenly people woke up to the fact that their forests were disappearing and demanded something be done. Conservation was the answer. Today America has enough wood for its greatly expanded needs while conserving enough for the future. Federal, state and local governments, private industry and individuals all work together to preserve our forests not only for their indispensable products but also for the conservation of other natural resources such as soil, water and wildlife. Many forests are preserved for public recreation and most forests used for lumbering also serve as recreational areas."

**RULES VITAL**  
"There have to be rules in every game," Sanford continued. "Man can't keep on cutting trees unless the little trees are allowed to grow; nor can he keep on catching fish if the spawning and nursery grounds are destroyed. When a conservation program takes effect, everybody benefits and the public enjoys the beauties and bounties of nature at the same time. This is all we are trying to do by making Rookery Bay a sanctuary. We want to preserve it as an estuary to turn out millions of snook, redfish, mullet and trout. This will protect our fishing both sport and commercial, will retain beautiful, natural recreation grounds, and these results will keep tourists coming to Naples and Marco bringing business to our communities."



NELSON J. SANFORD

"Times change, but people don't," Sanford went on. "We used to have 'Lumber Barons' who cut down everything they could reach; today we have 'Land Barons' who flatten out the countryside for their subdivisions. Public opinion took care of the one and is becoming aroused about the other. We're going to win this Rookery Bay fight and it might become the decisive battle in the war."

### FOUGHT TO SAVE LIVES

Nelson Sanford was born in Melrose, Mass. As a boy he loved trees, flowers and outdoor life. He was in the class of 1918 at Boston University but joined the French Ambulance Service in 1917 where he fought to conserve human life for the duration of World War I. After his discharge from the service, he accepted a friend's invitation to work for a lumber company in Oregon where he "cruised timber anywhere a horse could go." Young Sanford found happiness among the big trees. He returned home to marry his college sweetheart, Miss Rachel Clarke, and took her back to help him build a career in the lumber business which he did, forming his own company the Sanford-Harris Lumber Co., in 1946. Later Sanford and Harris set up the B. C. Spruce Sales Company, Prince George, British Columbia which became the largest shippers of western white spruce.

Sanford's company worked with U. S. Navy engineers to develop special white pine lumber for the fins of submarines for stabilization purposes. While inspecting the progress of this work in 1951, Sanford met with a serious accident.

death which caused his early retirement.

Mr. and Mrs. Sanford moved to Naples in 1955 and purchased their present home in Cove Lane. They also have a farm in Damariscotta, Maine where they spend six months a year. The Sandfords have two daughters and five grandchildren.

Asked what he thought of the future for Naples, Sanford said: "I have every confidence in the future of Naples. I do not share the doubts about continuing our present way of living. Our businessmen are too smart to allow the image of Naples to be downgraded. Our city government is most capable of protecting our long range interests. The mayor and the Council do a conscientious job for all of us. I only wish I could be as sold on our county administration."

### COLLIER COUNTY NEWS Conservancy Leader:

## Kuperberg: Building Bridges Between The Public And Nature



JOEL KUPERBERG

If Julius Fleischmann hadn't insisted in 1954 that a young graduate of University of Miami with a brilliant scholastic record "try out" an assistant's job in Caribbean Gardens for six weeks, Joel Kuperberg, Naples City Councilman, manager of Caribbean Gardens, and co-founder of the Collier County Conservancy - Rookery Bay Committee - might still be in Columbia, South America, raising plants on chemicals and air.

Though he is glad he made the decision to come to Naples 12 years ago, Councilman Kuperberg has not forgotten his first love and still believes there is a "fabulous future" for hydroponics, the science of soil-less farming.

Today under the leadership of Fleischmann, Kuperberg has been a leading factor in making Naples known almost everywhere as the home of the largest collection of free-roaming water fowl in the world, having 130 species out of a known 240 kinds of ducks, swans and geese. The Wildfowl Trust under the direct auspices of

the Queen of England has 160 varieties and the Philadelphia Zoo has 140 species but both these zoological gardens keep their birds in cages whereas in Naples this huge collection with many rare specimens wade and swim about as they would in their natural habitats.

**TRAVELING DUCKS**  
The Fleischmann - Kuperberg team is also responsible for the famous performing ducks which have been seen on national television, played before the crowned heads of Europe and are presently touring the United States representing the State of Florida and the City of Naples. Next to Walt Disney's "Donald" who is a creature of Disney's imagination, "Arturo" and his diverse vaudeville troupe are probably the best known quack-quackers of the web-footed world.

### DEGREE IN BOTANY

Kuperberg was born in Miami and was graduated from public high school in 1945 when he joined the Navy as a machinist's mate. In 1946 after his discharge from the Navy he entered the University of Miami, graduating with a master's degree in Botany. His first job was with the Marine Laboratory attached to the University where he studied micro-

scopic marine plant life in Florida Bay.

"The conditions there were not too unlike Rookery Bay today," Kuperberg told the Collier County News yesterday.

"It was there I received my baptism into the wonders of nature's complex and interlocked chain of life of which people are a part. After all, man is nothing but a higher form of natural life, and he is inextricably tied to the natural world from which he came."

### CLOSER TO GOD

"My life's ambition is to help bring people into a more intimate relationship with and understanding of the natural world. The more people know about the marvels of nature the closer they get to God. Mr. Fleischmann and I think of Caribbean Gardens as a 'bridge' between the public and nature, a place where adults and children can get a kaleidoscope view of one segment of nature - bird life of the world. I don't think of saving Rookery Bay for a static preserve or

just a place to boat or fish. I want to save Rookery Bay as a treasure house of an incalculable number of known and unknown life forms of potential benefit to people. I can say without fear of contradiction that when an estuary like Rookery Bay is destroyed, we are throwing away biological riches affecting the health and well being of future generations. Just as penicillin came from mold, some micro-organism could be found that would lead to a scientific discovery of equal importance to people."

Mr. Kuperberg was one of the original group who met with Mr. Lester Norris to form the Collier County Conservancy in 1964. He was elected to the City Council in 1960 and in 1966 married Miss Yvonne Wellman of Middletown, Ohio, who was vacationing in Naples. Mr. and Mrs. Kuperberg have three boys and live in Lake Park.

## 3 Corporations In Collier County Receive Charters

TALLAHASSEE—Secretary of State Tom Adams today announced the chartering of the following Collier County corporations: Semet Bros. of Florida, Inc., Balch Building, Naples. Authorized stock: 10,000 shares of common at \$1.00 per share; filed February 22 dealing in farming business. Incorporators, G. E. Carroll, Karen D. Fields, Patricia Taffe, all of Naples, filed by G. E. Carroll, P. O. Box 798, Naples.

Ocean Terrace Condominium Association, Inc., 865 Fifth Avenue, South, Naples; filed February 18 by James W. Elkins, 865 Fifth Avenue, South, Naples. Purpose, condominium. Subscribers, Ben Parks, Thomas L. Treadwell, James Elkins, all of 865 Fifth Avenue, South, Naples.

Collier County Conservancy, P. O. Box 2136, Naples, filed February 21, by George Vega, Jr., P. O. Box 798, Naples. Purpose, to maintain a widespread series of nature preserves and wildlife sanctuaries. Subscribers, Charles Draper, 857 17th Ave. S., Naples; Nelson J. Sanford, 300 Cove Lane, Joel Kuperberg, 1237 11th St., N., all of Naples.



**NAPLES GARDEN CLUB SUPPORTS CONSERVANCY**—At a brief and informal meeting on Monday morning, a check in the amount of \$2,000 was presented by officials of the Naples Garden Club to Charles J. Draper, president of the Collier County Conservancy, for use in the group's efforts to preserve Rookery Bay as a "natural" area. The sum represented the proceeds of the club's annual Home and Garden Tour, which took place Saturday, and also profits from the recent Flower Show. The Conservancy's drive for \$60,000, which, if successful, will be matched by the National Audubon Society, will end on Friday, April 1. Officials have arranged a press conference at the Naples Yacht Club for tomorrow at noon, and results of the drive are expected to be announced at that time. In the picture (left to right) are: Robert P. Coe, Garden Club treasurer; Mrs. Harry Wootton, president of the Naples Garden Club; Mrs. W. C. Hutchinson, conservation chairman; and Charles Draper.

(Burlesque photo)

### Vega Wants Permanent Conservancy



GEORGE VEGA

The Collier County Conservancy has filled a vacuum in the affairs of Southwest Florida and should continue to be the watchdog of this area's resources, both natural and human, George Vega, Jr., prominent local lawyer and former Assistant State Attorney, told this newspaper yesterday in the last of a series of interviews with them who formed the Conservancy in 1964.

Vega became a devoted conservationist by way of the law. While fighting the so-called "road to nowhere," a name he coined, Vega learned the importance of the estuaries, mangrove swamps and low lying lands along the Gulf coast as the breeding and nursery grounds for the huge quantities of shrimp and fish which the Gulf of Mexico supplies the nation as well as the local sports fishermen.

**SAME OLD STORY**  
"All along the Atlantic and Pacific coast, wherever there are low lying areas the problem is the same," Vega said. "There is money to be made by business and tax revenues for the cities by making these lands into real estates. The result is our tidal lands are disappearing."

"The success of the Conservancy in saving Rookery Bay—and we will be successful—will be of great help in the passage of state and federal laws essential to the preservation of scientific and human values of the estuarine waters. For instance, a bill to prepare a master plan for the conservation of the coastal lands of Long Island Sound has been introduced in Congress by Representative Lester Wolff of Nassau County, N.Y. Florida which has such a stake in conservation should be pioneer in such legislation for ecological purposes," Vega declared.

**LIVED IN CUBA**  
Vega was born in New York City but grew up in Florida after a short residence in Cuba. He attended Miami Edison High, graduated in 1953 from the University of Florida Gainesville with a B.A. and received his law degree there in 1956. He taught

political science at the University of Eastern North Carolina while a lieutenant in the U.S. Marines where he became acquainted with G. E. "Toby" Carroll, his partner in the Naples firm of Carroll, Vega, Brown, & Nichols.

In 1960 Vega ran for County Prosecutor and the race ended in a tie, the only tie in the history of Collier County. In 1962 he was appointed Assistant State Prosecutor by the Governor. He was the first president of the Children's Museum, Big Cypress Center and was selected to appear in the 1965 edition of Outstanding Young Men of America by the Junior Chamber of Commerce in 1965. In 1953 he married Joan Higginbottom of Miami and they have four children. He is a member of the Board of the Naples Community Hospital and a Rotarian. Mr. and Mrs. Vega reside at 2431 Treasure Lane, Port Royal.

### MAKE IT PERMANENT

Vega told the Collier County News he believes the Conservancy should build on the broad base of popular support it has won on the Rookery Bay issue and become a permanent organization to guard the public interest in those fields where there is no continuing organization today.

"The Naples Civic Association is largely tax-oriented and the Greater Naples Chamber of Commerce promotes the growth of the area. Neither like to become involved in controversial issues outside their immediate domain. However, there are vital issues such as water conservation, the salinity line and county planning where an organization should provide leadership, give a sense of direction and mobilize public opinion. The Collier County Conservancy has demonstrated its ability to do such a job," Vega said.



**WILDLIFE SANCTUARY** now assured—Charles J. Draper, left, and Mr. and Mrs. Lester Norris look at Rookery Bay area map (enlarged below) at victory luncheon at Naples Yacht Club Thursday. A local drive by the Collier County Conservancy, of which Draper is head, raised \$30,000 to buy the first 1,600 acres for perpetual preservation for the county and nation as a natural wildlife sanctuary.

(Burlesque photo)

## A Great Day

### For Conservancy

By VICTORINE MURPHY

Stewart Udall, secretary of the Department of the Interior, and Gov. Haydon Burns as well as Senators George Smathers and Spessard Holland, have been invited to Naples on April 15 when title to 1,600 acres in the Rookery Bay area is turned over to the National Audubon Society.

Charles J. Draper, president of the Collier County Conservancy, who announced Thursday that the local drive to save the region had raised the needed \$300,000, today said the transfer to the Audubon Society will be held at a public ceremony at Cambier Park with many government and State officials in attendance.

Hoey D. Johnson, acting executive director, and W. Hartley Webster, assistant director of the Nature Conservancy, Washington, D.C., will pass title to Carl Buckel, president of the National Audubon.

#### HAILS "MILESTONE"

Carl O. Hoffmann, acting mayor, in extending congratulations of the city to the Collier County Conservancy on its successful campaign to acquire necessary funds to purchase the first 1,600 acres of land in the Rookery Bay area, today told The NEWS:

"The city government is much impressed by the fact that 1,400 people contributed over \$300,000 for this acquisition. The transfer of title of the land to the Audubon Society on April 15, will be subsidiary of Stone and

Webster Management Corp., Naples.

#### HIGH PRAISE

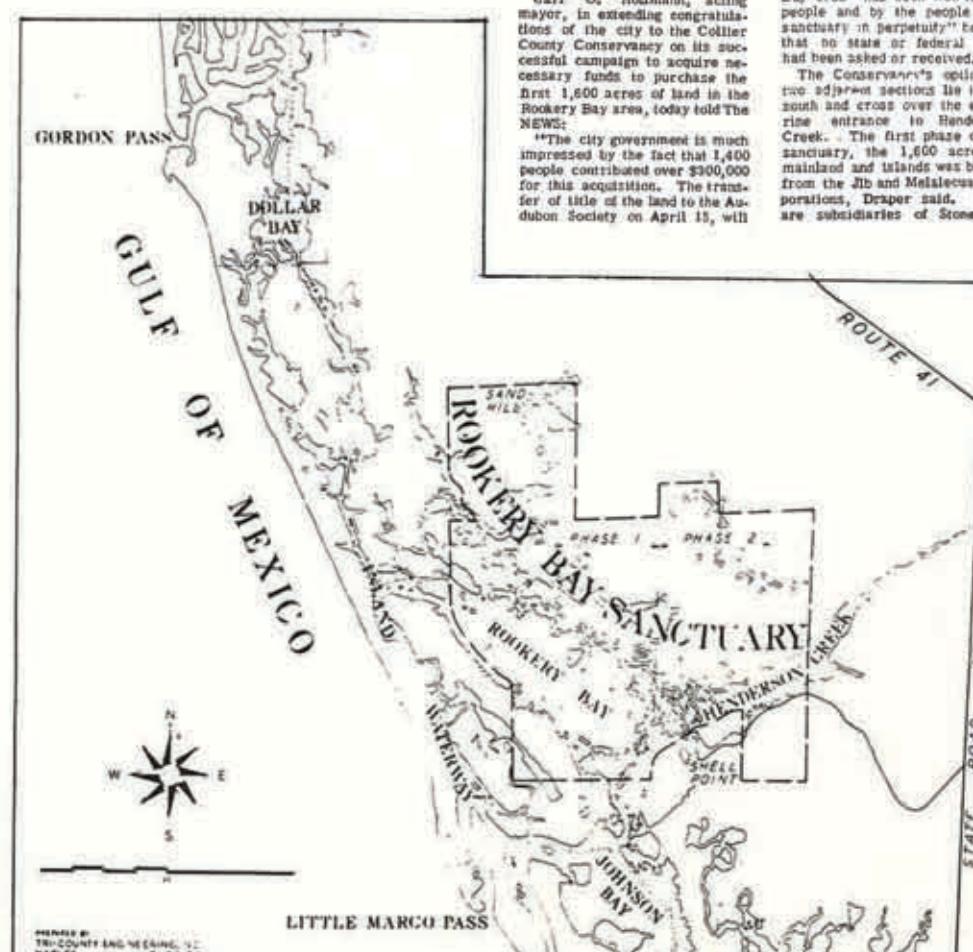
Draper paid high praise to Mr. and Mrs. Lester Norris for their "unselfish devotion to the saving of our national heritages" as well as to Mrs. Ben Parks and to Representative Paul Rogers for their efforts to establish the Fahsatee Strand as a national monument. Rogers, who has also been invited to the April ceremony, has asked for a congressional report of the Department of the Interior regarding the Strand.

Sincere thanks was also given by Draper to Nelson Sanford, George Vega, Joel Kuperberg, Everett Brewer, Dallas Reich, Thor Johnson, Harold Weed, Thomas Provenzano, Henry T. Boyd, Richard C. Grant, Bradford L. Patton and many others.

He also acknowledged financial assistance from members of the following clubs and organizations:

Collier County Audubon Society; Florida Nature Conservancy; Naples Garden Club; Isles of Capri Association; Lake Park PTA; Moorings Development Company; Naples Civic Association; Naples Cruise Club; Naples Jaycees; Naples Junior Woman's Club; Naples Shell Club; Naples Woman's Club; Naples Yacht Club; National Audubon Society; Nature Conservancy, Washington, D.C.; Port Royal Beach Club; Naples Sailing Club; Southwest Florida Audubon Society and the U.S. Coast Guard Auxiliary.

### Top Officials Invited Here



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NAPLES

# Conservationists Ready To Buy 1,600 Acres In Rookery Bay Section

Luncheon Guests at Naples Told

\$300,000 Needed 'Firmly In Hand'

To Proceed With Phase 1 Now

By FRED WINTER

NAPLES — A large portion of the Rookery Bay area, about 1,600 acres of mainland and islands "has been won for the people and by the people as a sanctuary in perpetuity," Charles J. Draper announced here Thursday. "No state or federal funds were asked for or received." Draper told a Naples yacht club luncheon for the press.

"The \$300,000 needed to acquire this property is very firmly in hand," he told the press and Collier County Conservancy members at the luncheon for which he and Lester Norris, a conservancy vice president, picked up the check.

In addition, Draper said, "better than \$33,000 has been given or pledged toward the second option on two adjacent sections

lying to the south and crossing over the estuarine entrance to Henderson Creek."

Noting that more than 1,400 contributions have been received toward the purchase of the Rookery Bay property from the Jib and Melanica Corporations, Draper said:

"Our heartfelt thanks go out to all the truly fine people of Southwest Florida and indeed to far-sighted men and women from many states of our country. The support has been dramatic."

FORT MYERS NEWS-PRESS - APRIL 20, 1966

'Grass Root' Initiative

## Rookery Bay Deed Given To Audubon in Naples

News-Press Bureau  
NAPLES — Nationally known conservation leaders Tuesday praised the Rookery Bay project for its "grass roots initiative" and "freedom from government tax funds" in its successful drive to acquire the 1,600 acre estuary for "present and future generations."

The two-year effort by the Collier County Conservancy was climaxed at noon Tuesday at the Woman's Club when Charles Draper, president, handed the deed to National Audubon Society Vice-President Herbert Mills.

Draper dedicated the Rookery Bay Preserve to Mr. and Mrs. Lester Norris "for their courage and will and material assistance to save part of our natural heritage."

The ceremony had been postponed for a week because Mills was delayed on a safari in Africa. The delay meant the Norrises could not attend Tuesday because of a previously scheduled meeting in Texas.

Actually the transfer of the deed to the land and waters making up the conservancy project was accomplished in a two-step maneuver from Draper through Hey Johnson, acting director of the Nature Conservancy as the local project trust until its completion, to Mills.

Rookery Bay is the Audubon Society's second sanctuary in Collier County. The other is at Corkscrew Swamp, famous for its ancient cypress tree stands and as a nesting area for the wood ibis.

### Grass Roots

Both Johnson and Mills praised the grass roots aspect of the drive to raise the \$300,000 necessary to acquire the property.

"You have been an inspiration to conservationists all over America," said Mills, "because Society management of the preserve will be announced after further studies."

Thursday's announcement, Draper noted, climaxed nearly two full years of effort begun April 11, 1964, by a group of about 30 residents, home-owners, fishermen, bird students, conservationists, all taxpayers who held a meeting to see what might be done toward keeping at least part of the natural heritage of Naples from being lost forever.

The natural heritage he referred to, he said, are the Ten Thousand Islands:

"An area which nature over a period of many hundreds of years has made into a breeding and rearing ground for snook, redfish, tarpon, trout, snappers, sheepshead, mullet, shrimp, oysters and other marine life."

"This area," Draper said, "was and is a rookery for birds of Southwest Florida: egrets, ibis, herons, osprey, eagles, kites, man-of-war birds roseate spoonbills, woodpeckers, bitterns, and small song birds."

"It seemed to many of us," Draper said in connection with the organization of the Rookery Bay project of the Collier County Conservancy, "that it would be just a few years before the Ten Thousand Islands would lose their ancient naturalness."

Draper pointed out that, at that time, "Marco Island, just to the south of Naples, was to become a large land development, and the Gulf American Corporation had taken over a huge tract to the northeast of Naples."

The original group "determined that an ecological study be made by Kenneth Woodburn of the Florida Board of Conservation Marine Laboratory, to find out if Rookery Bay and its surrounding lands and tributaries, including Stopper Creek and Henderson Creek, were suitable for a good sanctuary."

"Woodburn's report was exceedingly favorable:

"These shallow estuarine areas and their bottom grasses are perfect for the breeding and

rearing of small fish."

As a result of the Woodburn report and other surveys and studies made of the lands and waters in the area, the Collier County Conservancy bought options to purchase some 2,600 acres to be set up as a sanctuary for posterity.

The Nature Conservancy agreed to act as escrow agent



Charles Draper, left, Mrs. Jane Parks and A. Staley gather round map of Rookery Bay project area at Naples luncheon.

for all donations to the project pending full acquirement of the first option - the Rookery Bay area. And the National Audubon Society agreed to assist materially, Draper said, and will be given title to the property early in April.

Draper singled out Mr. and Mrs. Lester Norris, whose winter home is on adjacent Key Island for "the deepest and warmest expression of appreciation and affection from the people of Southwest Florida and the nation for their truly wonderful support and faithful, unselfish devotion to the saving of our natural heritage."

The Norrises have been frequent donors to Naples area projects, among them the new fishing pier, the Lowdermilk Park building, and the chikies at the hospital.

Draper listed more than 20 organizations and numerous private citizens who helped.

"Younger generations will have to shoulder the burden

that progress thrusts upon them," said Draper. "Conservation is like a life insurance policy or an endowment fund. It provides for the continued use and enjoyment of our natural heritages for all our people forever."

The Rookery Bay project will become the second National Audubon Society Sanctuary in Collier County. The other is the more than 6,000 acre Corkscrew Swamp Sanctuary in the north east portion of the county.

Corkscrew preserves remnants of ancient cypress forests and furnishes nesting areas for, among others, the rapidly dwindling supply of the wood ibis, America's only stork.

**Future Problems**

Among other problems younger generations will have to shoulder, Draper mentioned the Fahkahatchee Strand, a wholly self-contained and self-supporting habitat for the birds and other creatures of the wild.

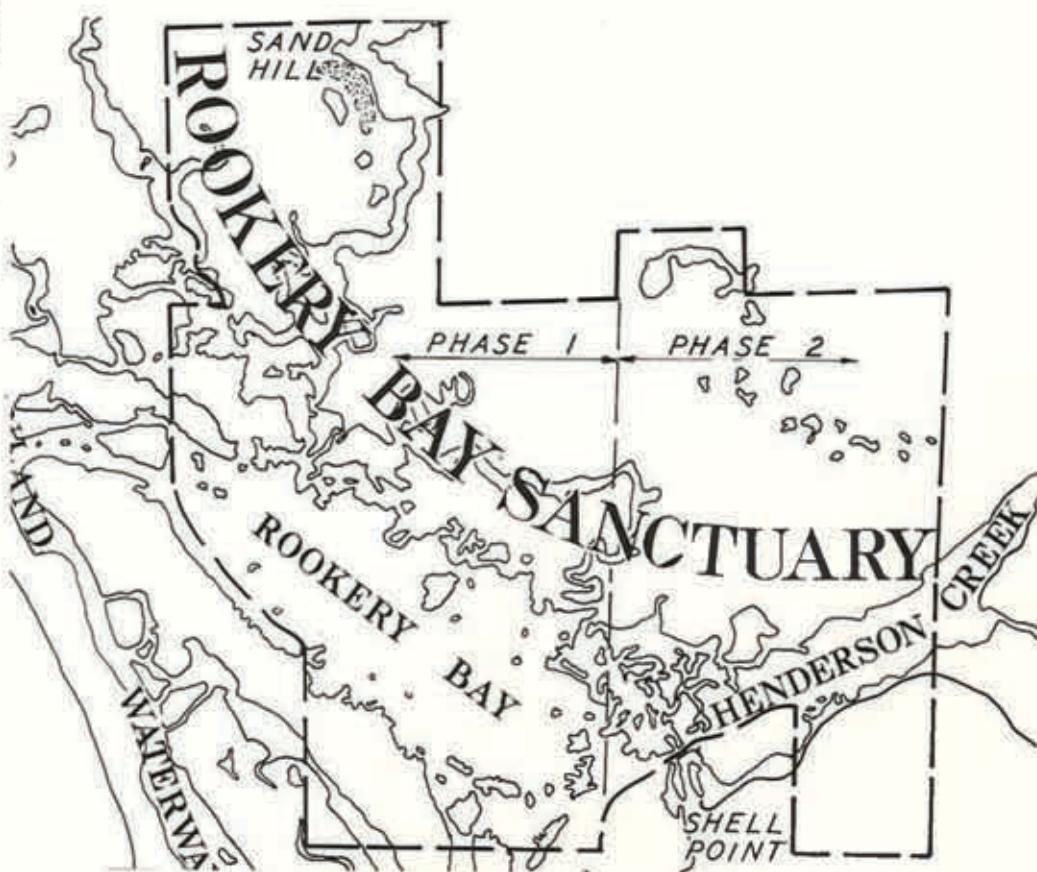
He said this is a national problem.

Mrs. Ben Parks, a director of the conservancy, has fought as state conservation chairman of the Federated Woman's Clubs and as a member of the Florida Conservancy for acquisition of the Fahkahatchee as a state, national or conservancy preserve.

Salinity lines, properly established in accordance with expert advice, Draper said, are other problems needing solution by present and future generations.

Conservation of fresh water supplies, desalination plants, air pollution, water pollution, zoning ordinances, must be carefully studied and planned for far into the future.

"All these are problems of the present as well as the questions which youth will have to answer in their time. The balance between farmlands and park areas, and the rights of water for both will be ever-present problems," Draper said.



The Rookery Bay Project, Phases 1 and 2, in dashed lines, will become a National Audubon Society Sanctuary, Charles Draper announced at a luncheon in Naples Thursday.



## *How to Eat Your (fish) Cake-and Have it, Too*

# SAVE ROOKERY BAY

This proposition is essentially simple and you should read it thoughtfully for your children's sake as well as your own.

The Collier County Conservancy proposes to purchase 2,600 acres comprising Rookery Bay, Sand Hill and Henderson Creek areas and make this beautiful tract into a sanctuary — open to the public forever.

The Rookery Bay-Henderson Creek estuaries are among the last spawning and nursery grounds in this locality for the fish you like to catch and for the delicious, fresh seafood that comes to your table. They are as much a part of your Naples way of living as the property next door.

### What Is An Estuary?

An estuary is a shallow water meeting place where fresh water from the land mixes with the salty water from the sea. In this brackish water, tiny fin fish and shell fish find the protection and food they require to grow up and move into the deeper waters where they spend the rest of their lives. An estuary is also the home of many varieties of semi-tropical birds.

These birds are more important to you than just looking beautiful. They help fertilize the bottom plant life on which the young fish graze; for fish graze just like cattle on the range.

**A well-known veteran fishing guide predicts a decline of 50% in snook, redfish and trout fishing here if Rookery Bay is destroyed.**

With the exception of mackerel all the fish in this area must spend part of their lives in an estuary. Trout stay in the bay system where they spawned

all their lives. Snook, redfish and mullet never swim more than 20 miles away from their homes. So, when an estuary like Rookery Bay is destroyed the fishing is wiped out for miles around! Man, for all his knowledge, cannot build an estuary . . . and land development — just one road cutting through an estuary — snaps the life-cycle forever!

Lying in a giant vise between Naples and Marco Island, it is a land of golden opportunity for the land speculators. All that is needed is a connecting road. Such a road would be built at your expense through added County taxes; the loss of your fishing; and in the extra money you would spend to go farther away for your recreation. The economy of Naples would suffer because untold numbers of visitors come here for the fishing.

What offsetting benefits would there be for you? None!

Blocking this road and fighting a powerful combine is a small group of Naples men and women who have formed the Collier County Conservancy — Rookery Bay Committee — and taken options to buy approximately 2,600 acres of this vital estuary land for the single purpose of preserving it for everyone.

**The National Audubon Society has agreed to match the Conservancy dollar for dollar for 1,600 acres to make this land a sanctuary for public enjoyment forever.**

With Rookery Bay a sanctuary you can have your (fish) cake and eat it, too! It will not cost you one red cent. No added taxes. No dues. No club memberships. It will be yours to boat on, fish, picnic and

enjoy the adjacent beaches for the rest of your life and the rest of your children's lives.

**Recently a giant land operator acquired another natural treasure in Collier County promising to preserve it and within an hour of taking title filed for future subdivision and sale!**

Such a thing will never happen to the Rookery Bay area if you support the Collier County Conservancy and help close the National Audubon Society contract. This locks the door and throws the key away!

Those who oppose saving Rookery Bay charge the Conservancy with trying to block "progress" . . . of being "reactionary" . . . of being "stand-patters" against growth for Naples. "Land is for people, not birds," they say.

The Collier County Conservancy is not against progress, it is for progress. It is against killing fish which lay golden eggs.

The Collier County Conservancy is not against growth; it is for growth . . . controlled growth. There is plenty of good land to develop before irrevocably destroying a priceless asset to both Naples and Marco Island.

### Don't Change Bait

The Collier County Conservancy is for both people and birds. We vigorously oppose changing the basic character of Naples which has made it one of the fastest growing communities in the United States. Naples is attracting people who want to live like you live; who want to enjoy the things you enjoy. This sound, healthy growth will continue if we keep on being Naples and not let anybody with a selfish axe to grind talk us into trying to be some other place.

Why change the bait? The fishin's good!

CHARLES DRAPER, President

*"Support the Collier County Conservancy. Give as generously as you feel you can afford. No contribution is too small. We MUST raise \$60,000 before April 1 to put through the National Audubon Society contract. Mail your check to Collier County Conservancy, Naples, Florida.*

**DON'T PASS-UP THIS**

# LIFE-TIME OPPORTUNITY

**\$1,600,000** In Choice Waterfront **ACREAGE**

At **\$20<sup>00</sup>** Per **ACRE**

**IF YOU ACT NOW!**

Between now and April 1st ... only three weeks away ... the vital and beautiful Rookery Bay area can be acquired and made into a sanctuary open to the public forever for approximately \$20. an acre. Never before has such a bargain been offered Collier County people for the preservation of all they hold dear in their way of living.

On April 1st. the option held by the Collier County Conservancy - Rookery Bay Committee-expires. All the purchase price has been raised except approximately \$30,000. The public ... YOU ... are asked to do your part to **SAVE ROOKERY BAY**.

### Last Bugle

This is your last call to protect your fishing, boating and family enjoyment in this beautiful, unspoiled section of Collier County, the home of the fighting Snook; the vital estuary where Trout, Redfish and Mullett spawn and grow up. You can say "goodbye" to one

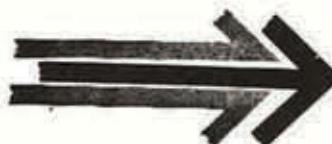
big part of the living you love and the fishing and boating you enjoy if you permit the loss of Rookery Bay.

Recently, similiar property adjoining the tract under option to the Collier County Conservancy sold for as high as \$1,000. an acre. Only a line on the map today protects the Rookery Bay area ... the heart land ... your birthright ... from land speculators and developers with the hungry bulldozers and dredges. This line will be erased April 1st if the last \$30,000 is not raised.

### Money Back Guarantee

Act now! Give as generously as you can. No contribution is too small to help **SAVE ROOKERY BAY**. If the option is not taken up; if we fail to save Rookery Bay; every cent of your contribution will be returned to you by the Collier County Conservancy. This is an **IRON-CLAD GUARANTEE**.

**Please  
Mail This  
Coupon Today**



For income tax deduction make checks payable to  
The Nature Conservancy and mail to Collier County  
Conservancy, Naples, Florida

Collier County Conservancy Naples, Florida	
Gentlemen:	
I want to back your efforts to <b>SAVE ROOKERY BAY</b> . I enclose my contribution for \$ _____	
It is guaranteed that if you do not complete the purchase of the Rookery Bay property by April 1, 1966 every cent of my contribution will be refunded.	
_____ (Name) _____ (Street) _____ (City)	

# Yes!

*1,600 acres of the Rookery Bay area will become a Sanctuary—open to the public forever—as soon as title is taken by the National Audubon Society.*

*Atop Sand Hill in the Rookery Bay Sanctuary, a new generation looks out over their heritage.*



## CONGRATULATIONS COLLIER COUNTY

You did it! The money has been raised. Rookery Bay has been saved! All that remains is the transfer of title to the National Audubon Society and this beautiful estuary, this natural habitat for fish and wild life with its extraordinary Sand Hill and Indian Mounds, will be yours to enjoy forever. Yes, you saved Rookery Bay. Not one cent of State or Federal funds was asked for or received. It was your subscriptions. It was the speed and authority of your support that made your wishes unmistakably clear.

### WIDESPREAD SUPPORT

From all parts of Collier County and from people from other states, over fourteen hundred contributions have been received to date, totaling well over \$300,000.00 including the Audubon commitment. This amazing demonstration has come from a cross-section of the population; from the very wealthy, some of whom gave \$5,000 or more each, to many families who sent in \$1, some with the note, "We wish we could do more."

### WHO COULD WANT MORE?

The significance of this mandate is something all concerned with the future of Collier County should ponder. It transcends Rookery Bay. It can only

mean the inevitable growth of Naples and the County must not be at the expense of irreplaceable natural resources.

Growth...yes! Exploitation...no!

The Collier County Conservancy gratefully acknowledges the support of members of the following organizations:

- COLLIER COUNTY AUDUBON SOCIETY
- FLORIDA NATURE CONSERVANCY
- GARDEN CLUB OF NAPLES
- ISLE OF CAPRI ASSOCIATION
- LAKE PARK P.T.A.
- MOORINGS DEVELOPMENT COMPANY
- NAPLES CIVIC ASSOCIATION
- NAPLES CRUISE CLUB
- NAPLES JAYCEES
- NAPLES JUNIOR WOMEN'S CLUB
- NAPLES SHELL CLUB
- NAPLES WOMEN'S CLUB
- NAPLES YACHT CLUB
- NATIONAL AUDUBON SOCIETY
- NATURE CONSERVANCY, WASHINGTON, D.C.
- PORT ROYAL BEACH CLUB
- SAILING CLUB OF NAPLES
- SOUTHWEST FLORIDA AUDUBON SOCIETY
- U.S. COAST GUARD AUXILIARY

Appreciation also must be expressed to the broad-gauged realtors and residential developers, to the

businessmen, lawyers, doctors, and the clergy for their endorsements, understanding and financial encouragement which heartened us in our efforts greatly.

### WHAT COMES NEXT

There remains approximately 1,000 acres under option to the Collier County Conservancy. In this tract is the Henderson Creek estuary which has been designated as one of the most critical areas of Florida. Here, low-lying lands are among the most productive and valuable of all natural lands and are the breeding habitat of many birds. They are essential for oysters and shrimp as well as many fin-fish. The Conservancy will seek to raise the needed funds before March 13, 1968, so this vital land can be added to the Rookery Bay Sanctuary.

### HATS OFF

The Collier County Conservancy, a non-profit organization of volunteer workers dedicated to orderly growth and progress of this area, salutes you, the people of Collier County. You have scored a significant victory in the effort to conserve America's natural heritages. More than that...in this tiny corner of our country, you have shown the world what makes America great!

COLLIER COUNTY CONSERVANCY • NAPLES, FLORIDA

CHARLES DRAPER, President

# RADIO

RADIO STATION WNOG  
Naples, Florida

Conservancy - one minute spot

Ladies and gentlemen . . . this announcement is in the public interest. It concerns you and your way of living in Collier County.

Mother Nature has provided Collier County with recreational treasures that are the envy of the whole nation . . . beautiful beaches . . . the best shelling in the world . . . delightful boating . . . and fishing that brings joy to every angler's heart!

These are reasons why people are flocking into Collier County, making it the second fastest growing county in the state. But there is a threat to you in uncontrolled growth. Progress does not mean exploitation. The dredge and the bulldozer must not be allowed to transform your islands and your beaches into \$10 down real estate.

Don't you agree?

The first step is to SAVE ROOKERY BAY! Support the Collier County Conservancy and help make this priceless beauty spot into a Sanctuary - forever safe . . . for the enjoyment of you and your children. Join the army of aroused citizens. Let's all FIGHT to SAVE ROOKERY BAY.

RADIO STATION WNOG  
Naples, Florida

Conservancy - one minute spot

The Collier County Conservancy wishes to bring to the attention of every resident of Collier County an important development in the fight to SAVE ROOKERY BAY. This development has been almost unnoticed by the public . . . yet it is such dramatic evidence of the threat to Rookery Bay it must not be overlooked!

Just a week ago 630 acres adjoining the land we are struggling to save came on the market and in a few hours it was gobbled up by the land speculators at prices up to one thousand dollars an acre! Think of that . . . one thousand dollars an acre for mangrove swamps!

Only a line drawn on a map protects the whole Rookery Bay area . . . and this will be erased April first unless the money is raised to protect it for your enjoyment forever. Get in this fight. SAVE ROOKERY BAY. Give to Collier County Conservancy, Naples. It is later than you think!

To reach the most people with the greatest frequency and at the lowest cost, the Conservancy decided on a five-week campaign on WNOG Naples, using 4 one-minute spots per day and 3 thirty-second spots per day.

In addition, a 1½ minute fishing forecast was broadcast daily by one of Naples best known fishing guides. This program soon built a large audience of both residents and visitors.

After a slow start the radio began to pull in hundreds of dollars in small contributions daily. When it became evident the goal would be reached, the radio was tapered off until only the Fishing Forecast remained.

RADIO STATION WNOG  
Naples, Florida

Conservancy - 30 seconds

The National Audubon Society has agreed to make Rookery Bay into a Sanctuary if we raise \$60,000 by April 1, to purchase this land. You have to decide whether you want your beaches, boating and fishing grounds bulldozed into building lots or preserved as they are for your enjoyment forever. No taxes, dues or strings attached. Thanks to many large and small contributors only a few thousand dollars more need be raised. Do your part. Mail your check to the Collier County Conservancy, Naples, Florida. No contribution is too small.

HELP SAVE ROOKERY BAY.

## OPPOSITION ADVERTISING

At the outside, public opinion . . . what there was of it . . . was unfavorable to the Collier County Conservancy. Generally, people were uninformed or disinterested.

The Conservancy's letters explaining the reasons for the drive to make Rookery Bay a Sanctuary had reached less than one fourth the population of Collier County and was largely directed to the higher income groups.

Shortly after the appearance of the first newspaper advertisement it became evident that public attitude had begun to change. Letters and telephone inquiries began to come into headquarters. The number of small contributions increased.

The Opposition, too, became aware of the turn of the tide and decided to combat it with their own newspaper advertisements shown on the following pages. For reasons best known to them, the Oposition elected to conceal their identities.

# The Great Land Freeze....

## "Save <sup>OR</sup> Rookery Bay!"

Of course, save Rookery Bay. Any intelligent enlightened person takes for granted the need for conservation of wild life, birds, and fish—the necessity of preserving those special areas suitable for spawning and developing fish. Some parts of Rookery Bay are in such an area. Of course, save Rookery Bay. Nature lovers have unselfishly and idealistically contributed to an organization known as the Collier County Conservancy to acquire areas especially suitable for conservation. Unfortunately, throughout history worthy causes occasionally become controlled by a small but powerful group of zealots. Historically and typically their response to any difference of opinion with any part of their program results in vilification and abuse. Inevitably, logic and truth are ignored in favor of character assassination and wild propaganda. Let's substitute logic and truth for emotion. Let's analyse the statements recently printed under a photograph of a happy retirement age group drifting near some mangroves. The photograph and text use almost every device to play upon and manipulate basic human emotions. Some of these tricks are subtle; others are transparent. A partial list of these cynical tricks below:

### • SOMETHING FOR NOTHING.

"You can have your fishcake and eat it too," "no added taxes," "no dues," "it will be yours to boat on, fish, picnic, and enjoy the adjacent beaches." "Send in your contribution."

### What Do You And The Fish Actually Get For Nothing?

Once more, all agree on conserving areas suitable to spawning and want free fishing and recreation areas. Question: What percentage of the 2600 acre tract the Conservancy is buying is in water where fish can hatch and you can catch them? Answer: Very little. The balance has no conservation value and people, even if they could penetrate the area, will be denied access. Question: What adjacent beaches? Answer: The beaches are on the Gulf quite some distance from Rookery Bay accessible only by passing across private property.

### • FEAR.

"One road cutting through an estuary snaps the life cycle forever," "a decline of 50% in snook, redfish, and trout fishing here if Rookery Bay is destroyed." More direct and subtle are frightening terms "lying in a giant vice, etc."

### Is There Really A Plot To Destroy The Fish Spawning Area and Habitat?

No plans are known for a road to cut across the estuary. Any road in the area would skirt the Conservancy and not interfere with boating and fishing.

Let's save  
Rookery  
Bay.  
But  
PLEASE  
let's NOT  
kill  
Collier  
County  
in the  
process.

### • ECONOMIC THREAT OR THE POCKETBOOK SCARE.

"Such a road will be built at your expense through added county taxes." "The economy of Naples would suffer." "We vigorously oppose changing the basic character of Naples."

### Should You React With Fear To This Double-Barreled Scare?

Draining income from retired, merchants facing loss through economic suffering. THE TRUTH IS any road into the Rookery Bay area would be built with state road funds and no additional county taxes. The economy of Naples would benefit—after all, who wants to destroy Rookery Bay? NOBODY!

### • AN APPEAL TO CRUSADE "ARISE AND FIGHT THE EVIL VILLAINS."

In this case they are "land developers and land speculators," "operators," "a powerful combine," "those with a selfish axe to grind."

Are there truly wicked groups to fear or do these include all who disagree with any proposal or statement of the Conservancy?

If there are truly wicked groups to fear, we must then deplore the developers of the beautiful waterfront areas in and around Naples, a group condemned by inference as selfish despilers.

The Conservancy is respectfully asked to tone down their pleas for funds to purchase acreage in the Rookery Bay area, stick to facts and to stop such high pressure solicitation. Such high pressure soliciting of funds from people who fear economic reprisal is just as bad as high pressure selling of real estate which the Conservancy has so recently condemned.

Everyone should be aware by now that Conservancy contributors are not buying Rookery Bay and its surrounding streams and bays. Rookery Bay is owned and controlled by the State of Florida for the benefit of the people. ROOKERY BAY IS NOT FOR SALE, to be saved or harmed by anyone. The Conservancy is actually soliciting donations to purchase the mangrove, salt marshes and flats, mostly eastward from Rookery Bay. There are no beaches included

It is hoped that the people of Collier County, in their wisdom, can finally get to the bottom of this controversy and judge for themselves just what is right and what is wrong.

**Paid for by a Group of Tax Conscious Naples Citizens**

**This Article about the**

# **Save Rookery Bay "SCARE"**

**is put out in the interest of the community  
for all concerned parties to read--  
and with which to agree or disagree.**

**THE CONSERVANCY WOULD HAVE US BELIEVE** that the Rookery Bay—Henderson Creek area is the only estuary where salt water and fresh water meet, a spawning and nursing grounds for fish.

**ACTUALLY ALL** of the mangrove bays on the west coast of Florida are also estuaries where the rain water from the highlands flows through the mangroves to meet the tidal salt waters. The Conservancy's biologist in a recent report does not say any fish spawn in Rookery Bay, although he does say some trout **MAY** spawn in Rookery Bay. Snook, redfish, mullet, etc. spawn in other areas of the Gulf.

**THE CONSERVANCY** in the past has said save Rookery Bay for the birds.

**THE TRUTH SHOULD BE APPARENT** to all, birds are everywhere and especially along the man-made Tamiami Trail to Miami. Birds seem to prefer to feed standing along the bank in shallow water instead of sitting in mangrove trees.

**THE CONSERVANCY STATES** that the economy of Naples will suffer if Rookery Bay is destroyed.

**THE TRUTH IS**, no one is trying to destroy Rookery Bay. Any future development of that area can be done inland from the Bay itself by digging canals, creeks and bays for boats and fish. Rookery Bay is owned and controlled by the State of Florida. The 2600 acres of Conservancy land lies inland from Rookery Bay and will be non-taxable when the Conservancy takes it over. This will hurt the economy of the area.

**THE CONSERVANCY STATES** that untold numbers of people come to Naples for fishing.

**THIS IS PARTIALLY TRUE**, although on any sunny day you will find more people on the waterways riding and picnicking than you will fishing. Most fishermen fish in the Gulf and the passes and not in Rookery Bay. Observe for yourself.

The Conservancy says all the Rookery Bay area needs for development is a connecting road built at the taxpayers expense with added county taxes.

**THE TRUTH IS** such a road was proposed by the county commissioners in 1962 to be built by the State at no cost to Collier County taxpayers. This road would skirt the Conservancy, open recreational parks for fishermen, picnickers, and boats. A LEADER of the Rookery Bay committee, a forerunner of the Conservancy, completely blocked the coastal recreational road from being built. A recent release to a Florida monthly magazine stated that this road would cross over Rookery Bay via causeway. Actually no plans for any such causeway were known. This is just another Conservancy rumor.

**THE CONSERVANCY** stated that blocking this nasty coastal "ROAD TO NOWHERE" as the Conservancy calls it, is a small group fighting a powerful combine.

**THERE WAS NEVER ANY "POWERFUL COMBINE"** other than a number of Collier County residents who want this recreational road with its parks to spend their leisure hours fishing, picnicking, and having fun with their children. Other counties build recreational scenic coastal roads for their citizens. Why not Collier County?

**THE CONSERVANCY** would have us believe that Rookery Bay sanctuary will not cost the taxpayers "one red cent," "no added taxes."

**THE TRUTH IS THE ROOKERY BAY SANCTUARY** will be taken off the tax rolls at a future cost from lost taxes in the millions of dollars yearly. **THE CONSERVANCY STATES** Rookery Bay will be yours to fish in, picnic, and enjoy the adjacent beaches. Where does one picnic in Rookery Bay—on a mudbank, and where does one find the adjacent beaches? If the reference is to Gulf Beaches—4½ miles are owned by a Conservancy founder and posted with "No Trespassing" signs.

**THE CONSERVANCY STATES** there is plenty of good land for development.

**THIS IS NOT SO**—the prime waterfront property between Naples and Marco which is preferred by many is fast running out. The majority of waterfront land between Naples and Rookery Bay on each side of the inland waterway is owned by a Conservancy member and most of the large islands south of Rookery Bay are owned by the employer of one of the Conservancy's biggest officers. This same officer recently opposed the removal from the tax rolls of 1½ acres of mangrove land the City wished to purchase. He now advocates removing 2600 acres of land from the county tax rolls.

**THE CONSERVANCY STATES** in their radio broadcasts that acquiring the mangroves inland from Rookery Bay is phase 1 of their program.

**RUMOR HAS IT** that phase 2 is the acquiring of more waterfront acreage to take off the tax rolls. The truth is Collier County has 53,000 acres of land in parks that are not taxable. Do we go forever taking more land off the tax rolls until everyone but the wealthy Conservancy boosters leave town because of high taxes. County taxes increased almost 25% last year. This increase was on top of over twenty million dollars of building that went on the tax rolls. Ask yourself where would Naples be without our present beautiful waterfront developments and what would Naples Bay be to boaters without the developers deepening and removing the shoals at no expense to the taxpayers. Let's face facts—parts of Rookery Bay, according to the Conservancy's own biologist, can be deepened to 4 feet below low water without destroying nursing grounds. As a matter of fact the biologists recommend this deepening in areas of mud banks and sand shoals to produce better grasses near enough to the surface to allow growth from the sun rays.

**THE CONSERVANCY STATES** that dredging in Rookery Bay will destroy one of the last habitats of our already diminishing fish population.

**THE TRUTH IS** the State of Florida controls the bays and no dredging can be done in Rookery Bay without state approval. The Conservancy's biologist recommends controlled dredging in some of the unproductive parts of Rookery Bay to increase the feeding grounds for fish, as well as to open up areas for boating and water skiing. The Conservancy doesn't mention this item of their biologist's report. "The digging of canals and bays into the upland mangroves surrounding Rookery Bay will also help keep mosquito menace at a minimum as well as provide more water for fish to swim in."

\*The Conservancy doesn't mention this item of their biologist's report in their ballyhoo to save Rookery Bay.

**WHAT'S THE ANSWER** to this whole controversy? It's really simple—keep the mangrove line around Rookery Bay in its natural state—obtain help from the State Board of Conservation on where and how deep to dredge the unproductive parts of Rookery Bay, allow controlled development of the salt marshes in the rear of Rookery Bay, the county taxpayers will prosper—the conservationists will have their Bay in its natural state minus mosquitoes and sand flies, the fish will have water to swim in, grass banks will grow in the areas of controlled dredging and the birds and fish will have food to eat.

**JUST A SHORT NOTE TO EVERYONE** who dislikes mosquitoes. In the mangrove area below Port Royal the mosquitoes breed by the millions. These mosquitoes cannot be adequately controlled until the breeding potholes in this area are drained. To date the landowner objects to any drainage that might disturb these precious mangroves. Do we go on forever fighting mosquitoes?

**ANOTHER SHORT NOTE**—The waterways are fast becoming clogged with boats. What happens when the Naples and Marco areas have twice or three times the number of boats on the waterways? Landowners along these waterways south of Naples object to any dredging to widen them and the Conservancy objects to even controlled dredging in Rookery Bay. Where will we have the water sports and regattas which are so necessary in any coastal community? Naples Bay and the southern waterways are overcrowded now. It's high time for some waterway planning by experts and not by an emotionally-controlled group of "stand paters" who apparently in their own words have "a selfish axe to grind."

**Let's save Rookery Bay.  
But PLEASE let's NOT  
kill Collier County  
in the process**

**Paid for by a Group of Tax Conscious Naples Citizens**

# Are You a Contributor to SAVE ROOKERY BAY?

## THIS IS THE TRUTH

The bird life and fish life in the Rookery Bay area is not doomed to extinction. If the unproductive parts of Rookery Bay are controlled dredged to propagate the growth of sea grass, for fish and shrimp feed, the mangrove trees preserved around the perimeter of the Bay for bird roosting areas, the Naples image can then be fostered in the development of delightful waterfront residential areas inland from Rookery Bay comparable to the best that Naples now offers.

## THIS IS THE TRUTH

The County Commissioners in 1962 planned no road to cut across Rookery Bay. Instead they planned a recreational road leading to a proposed County park in the Little Marco Pass area. This road has been successfully blocked by the Conservancy.

## THIS IS THE TRUTH

The economy of rapidly expanding Naples will benefit greatly from controlled land development in the inland mangroves of Rookery Bay and those "Nasty Speculators", "Fast Buck Artists", and groups that will "do anything for a buck" is just more of the same old Conservancy imagination you citizens have been recently subjected to on the radio and in the papers. Incidentally, who's paying to publish this "imagination", the Conservancy contributors, or who? By the way, a recent inquiry to the landowner from whom the Conservancy was buying their 2600 acres disclosed that the Conservancy was the only party interested in the purchase of same. This is contrary to recent Conservancy propaganda.

## THIS IS THE TRUTH

When the Conservancy buys the upland mangroves surrounding Rookery Bay they will be taken off the tax rolls forever. This mangrove land when developed could produce millions of dollars in additional tax income to Collier County. Isn't it fortunate that the City of Naples doesn't have a non tax producing mosquito breeding mangrove swamp inside its limits that some well meaning conservationist deeded years ago to be held in its natural state forever. What a whipping boy that would make, raccoons, snakes, rats, mosquitoes, and sand flies, all breeding in the same spot in the center of Naples.

## THIS IS THE TRUTH

Your right to use Rookery Bay will never be taken away. It belongs to the people—it's yours to enjoy and if you so desire, you can run your boat on every mud bank in the Bay and you won't find one "No Trespassing" sign on any mud bank.

## THIS IS THE TRUTH

The Conservancy is SOLICITING YOUR CONTRIBUTIONS to purchase mangrove salt-marshes and flats mostly eastward from Rookery Bay. There are no beaches in this area, but if you want to sun on the beach and swim in the Gulf in an area that is not lined with "No Trespassing" signs, the new County park north of Vanderbilt Beach is the answer to your prayers.

Now that you've heard all the "yak" about the Conservancy from both sides, it's about high time for the Conservancy to answer a few simple questions that affect the fishermen, the boatmen, the taxpayers, the picnickers, and everyone else venturing into the waterways south of Naples.

## Dear Conservancy:

NOW THAT YOU, THE CONSERVANCY, has decided to spend \$200,000 doing something for us poor Naples people and our children and children's children in your magnanimous gesture of giving us some wonderful mangrove forests to admire from afar. How about a few thousand feet of Gulf beaches to swim and picnic on, and what about a water skiing area for the young folks, and how about some parks along the waterways just for the boatmen and their children to picnic on, and how about widening the channels south of Naples so that the boatmen in boats small enough to really explore Rookery Bay, don't get swamped by cruising in the same 80' wide channel that the large Conservancy boats use. How about deeper water for the sail boats and more area to sail in.

INCIDENTALLY, WHERE DID YOU, THE CONSERVANCY, get your information about the ROAD TO NOWHERE cutting across Rookery Bay, and where did you get your information about the bulldozers and dredges filling up Rookery Bay, and don't forget about all the hot dog stands and the roaring outboards taking over the waterways.

WHO TOLD YOU, THE CONSERVANCY, that Rookery Bay is a SPAWNING ground for FISH and, if so, what fish? WHERE ARE THE BEACHES YOU, THE CONSERVANCY, are giving the people and how about those people who own the land between Naples and Rookery Bay and the islands south of Rookery Bay. Please give us poor people the names of these landowners; maybe it will throw a light on just who in your recent newspaper articles intends to sell Rookery Bay land by mail order selling. It's possible that when the 2600 acres of Rookery Bay mangroves are taken off the market the remainder of the land left in the area between Marco Island and Gordon's Pass will enhance in value. Who owns it—maybe these owners will be glad to also donate some of their appreciated land for real honest to goodness waterfront parks and playgrounds for boatmen and their children. Just one last note to the wise engineers say it will cost \$4,000 per acre to fill mangrove land enough to make it acceptable for building sites under the present zoning regulations. We are appealing to you to take the 2600 acres of land, spend \$4,000 per acre for developing same, a total of ten million four hundred thousand dollars, without roads, water, seawalls or landscaping and sell for \$10 down and \$10 monthly. There will be lots of buyers including members of the Conservancy on these terms.

PLEASE CONSERVANCY, tell us the answers to the above questions.

The Collier County Conservancy would have you believe that the 2600 acre tract surrounding Rookery Bay is absolutely vital to the birds and fishing which help so much to create the "Naples Image." There is no intent on anyone's part to change this image—PROGRESS IS INEVITABLE.

?

## IT IS TO BE HOPED—

That our open-minded citizens will realize that just as Naples is rapidly outgrowing its boundaries—some of the southern waterfront land could rapidly become a delightful place to live.

ROOKERY BAY IS ONLY SIX MILES SOUTH OF THE VERY HEART OF WONDERFUL NAPLES—ON—THE—GULF!

BLESS ALL YOU GOOD CLEAR THINKING COLLIER COUNTY CITIZENS. If you weren't clear thinking, you wouldn't be in this area. Let's hope for better fishing, better boating, clear sailing, and parks and playgrounds for all of us poor folks who are not too poor now but will be when the taxes get up to where the Conservancy intends to push them.

Paid For by a Group of Tax Conscious Naples Citizens.

# How much Conservancy?



LESS than a short lifetime ago, all of NAPLES Bay Front was a Mangrove Swamp. Today it is the fastest growing and most progressive City on Florida's West Coast. When your teenager was born such fine communities as PORT ROYAL, THE MOORINGS and ROYAL HARBOR did not exist.

We disagree with the Collier County Conservancy that developments like Port Royal, Royal Harbor, etc., which were carved mainly from swamp and mangrove — and similar future developments are evil because they destroy the habitats of birds and fish. Neither do we agree with their claim that a connecting road into the Rookery Bay area leading to a public park as proposed in 1962 by the County Commissioners would increase your taxes. The truth is the road was to be built for you by the State with State road secondary funds and at no cost to Collier County Taxpayers.\*

Who kept you from having this beautiful road and park? Believe it or not it was blocked by one of the present ringleaders of the Conservancy group who himself is one of the largest land owners in the Rookery Bay area. Isn't it a shame this road was never built. It would have brought so much pleasure to so many people — the fishermen, the nature lovers, the tourists, and the young and old who like to picnic and enjoy the islands.

## \* LET'S LOOK AT THE OTHER SIDE OF THE COIN. \*

The Conservancy wants to take 2600 acres of Rookery Bay land off the tax rolls forever.

Already the grand total of all publicly owned tax exempt outdoor recreational lands in Collier County is well over 50,000 acres. The 2600 acres of Rookery Bay, if developed similarly to Aqualane Shores, Port Royal or The Moorings would produce over one additional million dollars in annual county taxes relieving you of taxes you would eventually have to pay. The records show that there are 3800 acres within the City of Naples and these produce over 50% of our county taxes. We should be grateful to those farsighted "land speculators" which the conservancy group vilify. They helped make our beautiful City.

THE MAP AT YOUR LEFT SHOWS THE LOCATION OF ROOKERY BAY ONLY ABOUT SIX AIRLINE MILES FROM THE HEART OF NAPLES

**NOW**

**WHAT HAPPENS TO THE BIRDS AND THE FISHING? ... NOTHING**

**REFLECT A LITTLE.**

*Beauty is in the eye of the beholder*

As for road and development disturbing the bird life at Rookery Bay --

This is a fallacy. Witness the numerous birds that thrive along the well traveled Tamiami Trail to Miami. The conservancy group claims that any dredging in Rookery Bay will destroy the fish spawning grounds. This too is a fallacy. There can be no dredging in Rookery Bay or any other bay unless the State Board of Conservation first determines its effect on fish life. Any dredging that is done inland from the bay provides a prime feeding place for ALL the fish. (Not 50% as the conservancy group says.) The birds will stay to feed on the minnows. Naturally.

Dedicated people who look forward to a more wonderful Naples-on-the-Gulf know that just as fishing is excellent around PORT ROYAL, it would not be spoiled at Rookery Bay because the State Board of Conservation will not permit indiscriminate dredging on their state-owned bay bottoms.

Instead of an inaccessible mangrove-lined, mosquito-infested shoreline, a beautiful Naples type of shoreline could appear. Flowers — bursting with exotic colors, green lawns, and graceful palm trees could replace present mangrove and scrub jungle growth.

The County would benefit greatly from the increase in taxes in this area and you, as citizens, could help produce this hauntingly beautiful area.

**Let's save Rookery Bay. But PLEASE let's NOT kill Collier County in the process.**

**But...**

**If you support the Conservancy....**

This land will remain, for the most part, an impenetrable mangrove swamp largely inaccessible and useless.

There is no nasty, mean old powerful combine of land speculators involved as claimed by the conservancy. Instead there are many Naples taxpayers who are against the setting up of conservation areas on the basis of emotion and not facts. The eventual development of this land is vital to the growth and future of Naples and its economy.

Watch for the next ad which will appear in a few days and tell you many, many more startling facts and figures to acquaint you with the REAL story behind the conservancy group. Don't forget, the State owned Rookery Bay, its shoreline and all its tributaries will always be yours to enjoy whether developed or not. THEY ARE PUBLIC PROPERTY!

**Paid for by a Group of Tax Conscious Naples Citizens**

## *Addendum*

Rookery Bay has been acquired for posterity. Funds to meet the second option, 1,000 acres in the Henderson Creek area, are now coming in and there is little doubt that the original concept will become a reality long before the expiration date of March 31, 1968. In fact, there is more than a possibility that additional lands will be acquired by public interests and private contributions to broaden the area.

The future of the Collier County Conservancy will be greatly determined by the nature of the future growth of Naples and Collier County. The Conservancy does not oppose growth. It opposes exploitation. Far sighted planning which encompasses residential and economic development without the destruction of precious natural resources is the blue-print for tomorrow's way of living here and throughout America.

Like the Rookery Bay Sanctuary, now owned by the National Audubon Society, this first record of service to the people by the Collier County Conservancy is dedicated to Mr. and Mrs. Lester Norris . . . who had the concept.