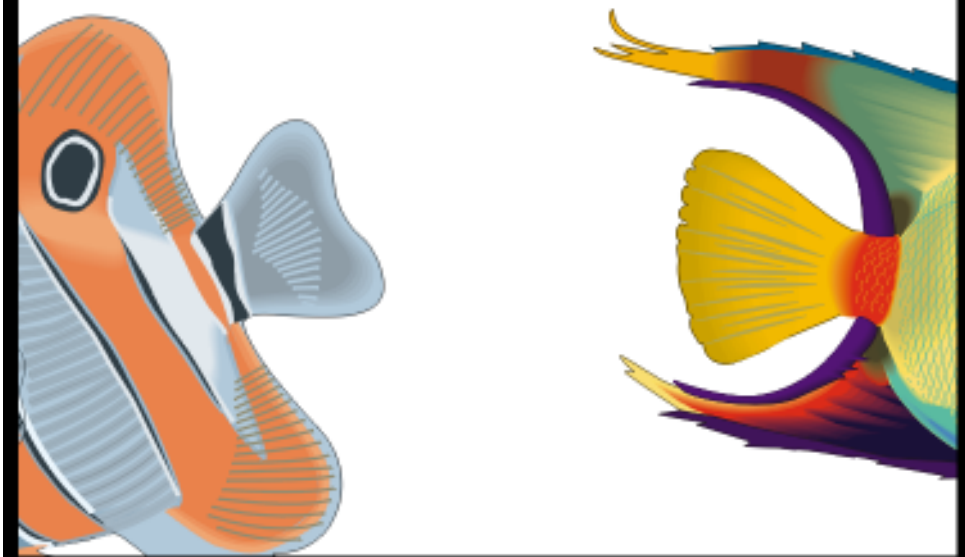


Tales of Naples...
...Some of Which Are True



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INTRODUCTION

Historical documents and black and white photos tell only part of the story. Oral histories and first-hand accounts from those who witnessed history in the making provide the rest of the picture. Here, we feature the people who shaped the times and engraved their signatures indelibly on the storybooks of Naples. To commemorate the City's 75th anniversary, we turn the clock back to share remembrances and rediscover the glory of Naples on the Gulf.

The stories that follow are myth, memories and folklore of the people and families who lived here in the early days. The stories are not intended to be grammatically or historically correct, but are for your reading enjoyment.

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*Four Corners intersection - 5th Avenue South and
9th Street (currently U.S. 41) in 1951.*

THE GOLDEN GIRL BESIDE THE SILVER SANDS

I've walked the hallways of the past - and talked with many who are no more - and from that experience I bring to you the story of Naples as we knew her years ago. She was truly the Golden Girl beside the Silver Sands. This is the story of Naples from the 1940's when 5th Avenue South had no more than a few scattered sidewalks east and west from Four Corners and when 3rd Street was overshadowed by the looming, white-framed bulk of the Naples Hotel.

The 5th Avenue business section began at Four Corners which was called that because it was the only town intersection with businesses on all four corners. In later years it also was the location of the City's first traffic light. The southeast corner held a sprawling one-story Redington Building which ran from Fritz Hoewischer's electric store, which was next to Jack's Diner, around the corner and down 9th Street to the Tamiami Trail Tours bus station and freight terminal. Tradition has it that Ed Redington, the owner of the building, abandoned this store when the Naples City Council refused to modify its strict zoning code, thereby preventing him from adding a second story. Mr. Redington said he simply could not make his mortgage payments with only a one story building. The City Council still said no and

so Mr. Redington moved back to Ohio. The deteriorating structure stood empty for a long while until it was finally occupied by the Women's Club and there they established the first thrift shop in all of southwest Florida.

Naples Liquors dominated the southwest corner with its two-story white frame residence and store. It had been the creation of this two story building that caused such a community uproar that City Council would not permit additional two story buildings in the downtown area. Behind Naples Liquors was a tiny bungalow that owner Jack Prince had built for his daughter and her husband. They helped out at the liquor store and also ran a chicken farm right there behind the bungalow.

Some considered the northeast corner of Four Corners the social center of Naples. It not only housed the Gulf Oil station, but also was the site of the 41 Club Restaurant. Open from early morning until late night, Neapolitans would gather there for good food and good social times. Next door to the 41 Club was the office of the Collier County News. This paper was distributed and sold weekly, but was actually printed in Fort Myers at the Collier owned Fort Myers News-Press plant. The northwest corner housed the Sinclair station. This building is still standing today and is the Chamber of Commerce Visitors Center.

Running west on 5th Avenue to 8th Street you would find Lou Pappas' Rexall Drug Store. Across from it was the one story Bank of Naples run by Clarence and Mamie Tooke. The northeast corner of 8th Street and 5th Avenue South was the site of Collier County's Inter-County Telephone and Telegraph Company. However, the structure resembled that of a bungalow, not that of a business office. The whole phone system was in that bungalow where the operator lived

and her golden oak switchboard was conveniently located in the living room. In those days, the operator was more than a technician. She was the person responsible for keeping up with everybody's daily routine and knowing when people were going to be out of town or if people were sick or having new babies. Any information you wanted, you simply dialed the switchboard operator and she filled you in on all the details.

Further down 5th Avenue was the town golf course which ran down 3rd Street near 8th Avenue South. Just south of 5th Avenue, near 6th Street, was a natural swamp, which has been converted into Spring Lake. The area was used by the early Indians as a farm. They planted large amounts of bananas, some of which remain today. They also planted so many papayas that early settlers called it the Banana Patch or the Pawpaw Patch, which is where the first city jail was built.

Turning south from 5th Avenue onto 3rd Street there was a scattering of single family homes. The Jack Prince home was built on 7th Avenue South about 1938 and still remains there today. Down at Broad Avenue was the Old Naples shopping district. The building on the southwest corner housed the Post Office, Library, the first pharmacy and was generally known as the community building. Stretching westward on Broad Avenue were several single family homes where the executives from the Naples Hotel lived with their families. The hotel itself was an awesome site, even by today's standards. Stretching four stories in height and reaching from Broad Avenue to 13th Avenue South, it was indeed a beautiful and impressive structure. The Hotel faced westward toward the Naples Pier. Its front door lined up with 12th Avenue South so that the early guests could disembark from their boats at the Pier and walk directly into

the hotel two blocks away. Directly to the east of the hotel was the Crayton Cove/City Dock area. Each morning, before breakfast, the maitre de of the restaurant would send one of the waitresses up to the top of the hotel and out into the widows watch. She would look to the east to see what type of flag was flying at the Crayton Cove flagpole. If the weather was good for fishing, boating, sunbathing, or just generally strolling the beach, the pole would be adorned with a large green flag. However, if bad weather was approaching a red flag would be flying. With this knowledge the dining room staff was able to advise the guests on various activities available for the coming day. The Beach Hotel also was the site of the first swimming pool in Naples. Generally located on the southeastern portion of the hotel grounds, it became the summer entertainment center for the youth of Naples as well as the evening social setting for many a local cocktail party.

Evening would find the entire town gathered at the Naples Pier. The beautiful sunsets, warm tropical breezes and southern hospitality made the early days of Naples something special for those who had the opportunity and privilege to experience it. Truly, Naples was (and still is today) the Golden Girl Beside the Silver Sands.

- Written by: Tom Morgan

NAPLES FIRST TOWN COUNCIL MEETING *APRIL 13, 1925*

Now the first Naples Town Council meeting was held April 13, 1925. This was a year and four months after the 1923 passage of the legislation which formally established Naples as a town. Obviously there was not much demand for government back in those days.

This first session of the Naples City Council was held in the office of the Naples Improvement Company building which stood where today's Fantozzi's Restaurant stands. There were several oddities about this first session. The state law had named the Mayor and Council on December 1, 1923. Still, it took seven motions by E. G. Wilkinson to formally swear in the Mayor and Council. They also named Room S-6 of the Naples Improvement Company's building as the Town Hall. It was agreed that the City Council was to meet on the first Friday night of every month and that each Council Member and the Mayor would get \$1 for each meeting. The Council named E. W. Crayton as President of the Council, but did not explain his job. After setting all these matters up, E. G. Wilkinson got tired of too much government and handed in his written resignation some 20 minutes after he had been sworn into office as a Council Member. This prompted Mayor Speed Menefee to turn in his resignation

which, coincidentally, he had in his vest pocket already written out. The Council Members convinced E. G. Wilkinson to accept the job of Mayor which he did, reluctantly. He then appointed J. K. McDowell as the Town Clerk.

History will also note that the minutes and all actions recorded of this first Council meeting were attested to by Notary Public Walter G. Sheppard. Records reveal that even though the meeting occurred on April 13, 1925, his notary public commission had technically expired September 12, 1924.

- As Told by: Tom Morgan



Sea plane on Naples Beach - 1920



A. E. Canant, B. L. Williams, & D. L. Traylor in front of Power Plant & Ice House at 10th Avenue South and 6th Street in 1931.

NAPLES POWER AND ICE PLANT

I don't know exactly when the power plant was built, but in 1928 the little building stood between 10th and 11th Avenues South facing the alley between 5th and 6th Streets South (where the Franciscan building now stands). It was built by either the City, or by the Naples Company, and was operated by Captain Charles W. Stewart. Three operators – Bert Williams, Jesse Jones and Ed Wamble – worked with him. The plant was in operation from early morning till 12 o'clock midnight. No matter what was taking place, it had to be completed by midnight for at that time, the plant shut down, the lights went out and Naples was left in the dark.

Around 1929 or 1930, the plant was purchased by the Florida Power and Light Company. At that time there were three Fairbanks-Morse engines – one small engine and two larger ones in the plant. These three engines had to be kept in tip-top condition to supply the electrical demand of the city.

As Captain Stewart left the plant to become postmaster, Florida Power and Light transferred some of its people to Naples. One of the men transferred from Miami was A. E. Canant, who became the first manager of the plant. Canant said that on his first trip over, he went right on through Naples to Fort Myers, spent the night there and returned to Miami the next day saying that he did not believe he wanted

to move to Naples. About a month later he was sent over again and told to spend a week there before he made a definite decision. On this trip, things must have been better, for he decided to make the transfer.

Canant and I were married in 1933, and well do I remember those early days. The demand for electricity was almost more than those three engines could generate – especially in the mornings when everybody was getting up, cooking breakfast, getting ready to go to work and in the evenings when people were preparing the evening meal. I can remember Canant's coming home and having us turn off the stove, the water heater, and all unnecessary lights, to try to keep the peak load from stalling the engines. Our dinner had to wait until the rest of the town finished cooking theirs.

A daily duty was riding around the town late in the evening counting the streetlights to be sure all were burning.

About this time, the first lady was employed to work in the plant. Mrs. Preston Tuttle (Margaret), whose husband was ill in North Carolina, was hired.

As the town grew and more people moved in, the peak load became too much for the three engines at the plant. An auxiliary engine was moved in and set on the railroad tracks down at The Naples Depot.

Thus the town was served with electricity until Naples was connected to the high line out of Fort Myers.

The ice plant was located in the southwest corner of the power plant. Here, there were a number of tanks in which 300 pound blocks of ice could be frozen.

Two kinds of ice were made. One kind, which was called the “fish ice”, was frozen with no aeration. It was a whitish ice sold to fishermen to pack their fish for shipping. The other type was a clear ice, which had been aerated – sometimes called “people ice”. This ice was taken around the city in a small truck and sold to homes and businesses. The iceman and the ice-truck were very important items to the people of Naples.

- *As Told by: Leila B. Canant*



"You want a loan for what?"

THE FOUR-LEGGED LOAN OFFICER

In 1949, several leading citizens decided it was time for Naples to have its own bank. Prior to this date, persons needing to borrow money or make bank transactions, had to drive the long narrow thirty-six mile route to Fort Myers. Local citizens, W. Roy Smith, Ed Frank and. Ansel Mac Swain, along with several others, decided it was time to pool their money and start a local bank. From their efforts, the Bank of Naples was formerly chartered and founded in 1949.

W. Roy Smith was the President of the bank and later in life became Mayor for the City of Naples. He hired Clarence Tooke to come to Naples from Fort Myers to be the bank's first Manager and Vice President. His lovely wife, Mamie, was also hired as the Head Cashier. Unfortunately, one year after opening the bank, Clarence Tooke suffered a major stroke and soon passed away. Mamie, being a hard-nosed business person, advanced to the Manager position and proceeded to develop a strong banking clientele.

One of Mrs. Tooke's customer service ideas was to provide free cookies for all who came into the bank. Today, several local banks have carried on this same tradition. Since the bank was not air conditioned at that time, Mrs. Tooke believed in an open door policy, and therefore, the front door of the Bank of Naples stood open from 9 a.m. to 5 p.m. daily.

This open door policy not only encouraged citizens far and wide to visit the bank, but also encouraged Mrs. Tibbett's basset hound, Jedge, to frequent the financial institution. As patrons will remember, Jedge would not only come into the bank and receive his cookie from Mrs. Tooke, but he would proceed to lie next to her desk for many hours of the day.

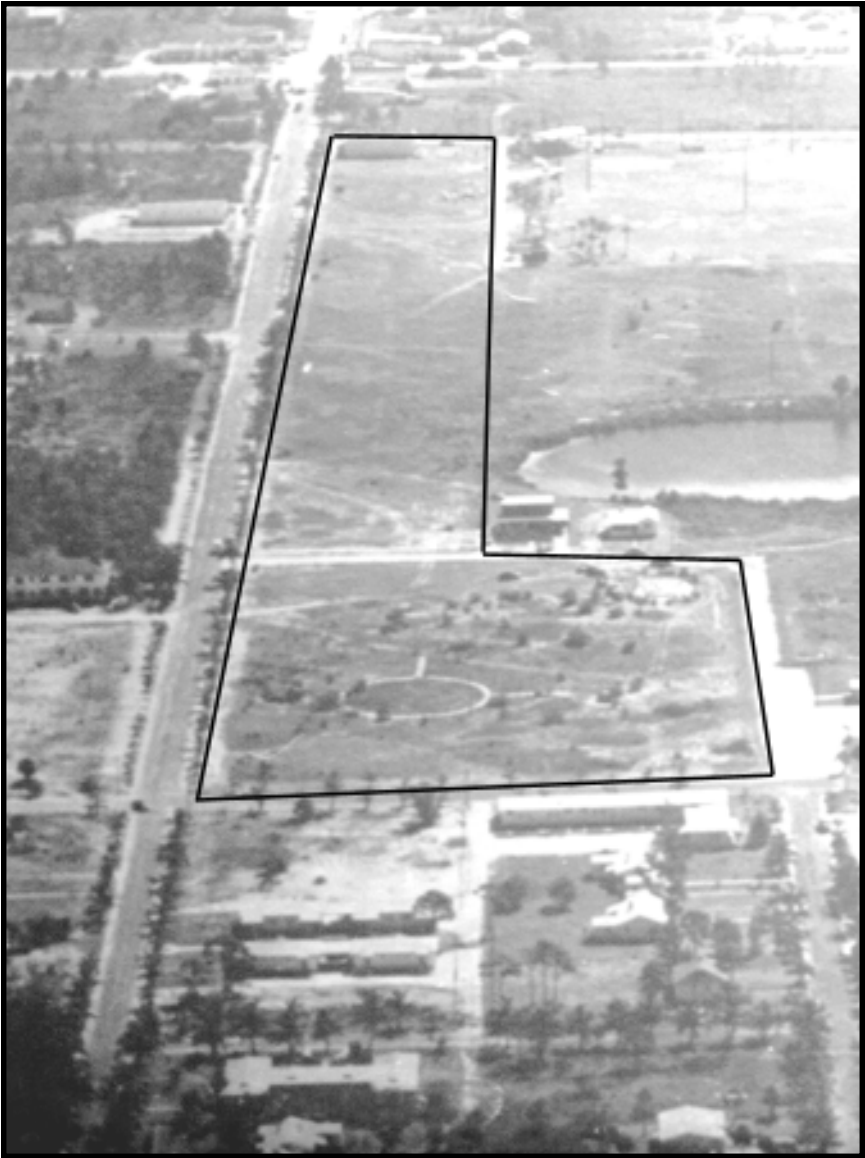
In those days, Mamie Tooke was the Loan Committee for the Bank of Naples. Therefore, when you wanted to make a business or personal loan, you had to come and sit at Mrs. Tooke's desk and provide your personal appeal. Mrs. Tooke soon noticed that during some of the loan interviews, Jedge would get up and leave the bank, while in others, he would remain placid and enjoy sleeping next to her desk. Being an outdoor person, she realized that Jedge had a sixth sense about people who could be trusted and those who could not. Therefore, she not only included in her final opinion your financial condition, but also whether Jedge gave his personal stamp of approval for your loan. Many a customer was denied a loan from the Bank of Naples because Jedge left the bank during the interview.

Now you know the story of the four-legged loan officer at the Bank of Naples!

- As Told by: Jim Smith, Son of W. Roy Smith



Bank of Naples



NAPLES FIRST AIRPORT

Many Neapolitans have flown in and out of the Naples Airport. This facility was built as a training field by the federal government during the early years of World War II and was a satellite training unit of the huge Buckingham Gunnery Training School up east of Fort Myers.

But did you know that this was not Naples first airport? The earliest records of a plane landing in Naples show that seaplanes landed on the Gulf of Mexico in the early 1920's. Records also show that the first land side landing strip was actually in the heart of the downtown commercial district. Of course, at that time, the commercial district was primarily located at Four Corners and stretched westward about 1.5 blocks. This dirt landing strip lay on the south side of 5th Avenue South and included a concrete structure identifying true north, south, east and west arrangements and had a wind sock. Many pilots were heard to explain that no one wanted to land at the Army's airport which was way out in the swamp. They preferred to land at the "downtown airport."



Red Stier proudly displays a jewfish he caught in the early 1950's off Naples pier.

BLUEGILL

I always have to smile when someone asks me what I remember the most about Naples from the 49 years I have been here. All of it has been great. I must say the early days from 1949 through the 50's into the early 60's were a real trip. Interesting highlights of the 50's and 60's included fishing the Naples Pier.

You never knew just what was going to come by and grab your hook. We loved to fish for large jewfish, some in excess of 300 pounds. One time, we put a nice size redfish (about 7 pounds) on a rope rigged with a shark hook and chain tying it to the pier rail. Large jewfish had moved in and we left it there overnight. When we came back the next morning, the rope and a section of the Pier railing were gone.

Other large fish caught during these times included sawfish up to 17 feet long, hammerhead sharks up to 14 feet and a huge manta ray that measured 9 feet from tip to tip.

The Pier water was black during the mullet run. The phosphorus level was high in the water and we would watch the water light up as if it was on fire when huge sharks and sawfish would move in for dinner. You could tell the difference between the two species as the sharks would

attack dead on taking their prey with them, while the sawfish would move in thrashing their large saw bill back and forth as they moved through the mullet, slicing them in half then circling back to pick up the pieces. Large rays were on hand to steal some of the sawfish's take.

Just about everyone could be found at the Pier on one day or another. The evening attracted many who just wanted to cool off and say hello. Sometimes it was a great place to find a person you had been trying to contact. Many times I overheard a conversation that went something like this. "Hey Jim, I knew I would find you out here fishing, when are you gonna get around to fixing my roof?" The other would reply, "I just got back from my hunting camp and I'll probably get to it in a day or two."

The Pier played host to many celebrities. Some you could classify as home grown, with others world famous. My folks were running the pier at the time. My dad had purchased one of the first Polaroid cameras. You remember the one that you had to wait awhile after shooting, then peel the cover back to find out just how bad it turned out. One of Dad's buddies informed him that Vice President Richard Nixon had just walked past the bait house with two secret service men. Dad grabbed his camera and was ready when Nixon returned. "May I take your picture?" Dad asked. "Sure, but please make it quick. We are behind schedule," Nixon replied. Dad shot the picture and Nixon left saying that he hoped it came out okay and sorry he couldn't wait.

A few minutes later as everyone crowded around, Dad slowly pulled the cover off the film to find a perfect picture of Nixon from the waist down and pure white from the waist up. One fellow remarked, "Damn, that's a shame Joe, we know you had your heart set on getting that picture." Dad

smiled and said, "That's all right, I got the best half of him." The home grown celebrity I remember the most was Al Marks, a newcomer. Newcomers to the pier were always open season for ribbing and pranks, but as in Dad's camera case, they sometimes backfired on the pranksters. Such was the case when Al Marks started snook fishing.

The snook were hitting live bait, and the bait was difficult to get. Live jack and ladyfish are mostly used, but an old timer told Al that live freshwater bluegills were great snook bait. "I would use them, but I just don't have the time to get them," he continued. Marks told him he lived near a lake and would bring some out the next day. Everyone thought they had put one over on Al until the next day when he started fishing with them and tossed 12 to 15 pound snook on the deck until he ran out of bluegills. He had told my mother he thought the locals were putting him on but thought he would go along with the gag. The next morning everyone was lined up at the pier counter when Al Marks arrived. My mom (Alberta) said, "Good morning "Bluegill", here's a cup of coffee on me." Everyone had a big laugh and the name stuck. He was known as Bluegill from that day forward. He died in 1997 at the age of 94.

- As Told by: Red Stier



Airplanes landing on the Golf Course

RIGHT IDEA – WRONG LOCATION

In the 1920's, John Pulling and his parents lived in a small modest home just off of the Gordon River near downtown Naples. John's father took his family to New York on a summer business trip. After being away for approximately three months, they were glad to finally be home and get out of their car. John ran through the house, dropped his bags, and bounded out to the backyard to play. He suddenly realized that something had changed while they were away. He called his father and they both stood in complete amazement to find that during their absence, someone had dug a 100 ft. wide channel approximately 400 ft. long from their back door out to the Gordon River.

Knowing that the railroad was actively bringing track into Naples, Mr. Pulling's first stop was at their construction management office. They explained that the railroad company hired a dredge contractor to dig on this property, thereby providing base material for the railroad tracks being installed in downtown Naples. They showed him a contract which they had signed with the Collier Company giving permission to dig the canal and use the fill material. Mr. Pulling explained that that was all fine and good, but there was still one problem. They had not dug the canal on Collier, but rather on Pulling property. The embarrassed

railroad officials not only apologized but proceeded to pay Mr. Pulling for the fill material they removed from his property. Mr. Pulling wound up a double winner in this deal by receiving compensation for the dirt material and the placement of a beautiful canal free of charge on his property.

SPEED MENEFFEE

Speed Menefee was Naples' first Mayor. His mayoralty was brief, just long enough to be sworn in, and he most likely swore himself out. Nature, not politics, was his forte, but he was a good sport to lend himself, briefly, to get Naples going.

Speed had a grand sense of humor and was full of wit. To know him was to love him. I came into his life in 1936. He was my surrogate grandfather, and we were friends forever. He called me his "little egg baby". When my mother was waiting for me to come into this world, Speed supplied her with fresh eggs from his Guinea hens so that I would be a healthy, happy baby. Perhaps that was the origin of my desire to fly, which I tried to do with arms widespread from the roof of our house, landing on a small building below, but surviving to tell the story.

Speed lived in a stilt house at 17th Avenue South, south of the pier. It was a naturalist's haven in a Robinson Caruso setting, where children and wildlife were welcome. He had fruit trees, made his own jelly, had chickens, gathered his own eggs, and caught fish. He lived with a fictitious "Gran-ma" character who was a carved coconut head. At cocktail and meal times, Speed had to check with



Speed Menefee - Naples First Mayor

“Gran-ma”. He usually wore a wide brimmed hat, long sleeved shirt with bow tie, Bermuda shorts and carried a cane.

As children will do, I wanted to put on a pair of his shoes, only to be stopped in my tracks because his pet spiders lived in them. That solved the mystery of why he made holes in the tops of some of his shoes – a ventilating system for wear when the spiders were out. Speed’s signature was the gardenia. When they were in bloom, he presented them everywhere he went; from the Post Office on Third Street South to the pier and at your doorstep. Speed lived his last days at Naples Community Hospital, where he took command of the hallway in his wheelchair and spread good cheer.

Visit Menefee Park on Fifth Avenue South between 5th and 6th Streets. Imagine life as it was in Naples with our first Mayor.

- *As Told by: Jackie Sloan*



Dedication of Cambier Park in 1948.

THE FIRST FSU SEMINOLE

The 1960 census counted the official population of Collier County at just over 16,400 people. The areas of Immokalee, Naples and Everglades City were the centers of populations as sparse as they might be. Each community had its own local high school - Immokalee High, Naples High and Everglades High. As the largest community, Naples High School participated in the four major sports for intercurricular activities - football, basketball, baseball and track. Due to their size, Immokalee and Everglades only participated in basketball, baseball and track.

David Lyon, a sports reporter for the Naples Daily News, did an excellent job of covering the accomplishments of all three high schools. Through his writings, all Collier County residents soon began to realize that in Everglades City there was a basketball player far superior to others in his league with talents that truly could reach beyond the high school court. This athlete was a Seminole Indian named Harry Billie. In his sophomore and junior year, Harry Billie averaged over forty points a game for Everglades City and led them to district championships and state competition. In track and baseball, his accomplishments were equally impressive and he played on the Collier County American Legion team coached by Rollie Rice.

Because Everglades City had only basketball, baseball and track, it was difficult to attract any of the three major Florida colleges to consider offering a scholarship to Harry. Therefore, in his senior year, he moved to Naples to live with the Rice family and enrolled at Naples High School. Although Harry had never played organized football before, he soon fit into coach Jerry Morris's single wing power football program. Harry had tremendous speed and the ability to move at ease while covering major yardage. In the first three games of the season he scored ten touchdowns, six of which were in one game, a record at Naples High School which still stands.

These accomplishments on the football field soon led scouts from FSU to consider offering a full football scholarship to Harry Billie. Not only was his athletic ability of interest to them, but they soon realized that he would become the first Seminole Indian to play for the Florida State Seminoles. Harry accepted the full scholarship and, upon graduation from Naples High School, proceeded to the ranks of Florida State University.

However, FSU was not the only organization pursuing Harry. His baseball abilities exceeded those in the basketball or football arena. Scouts from the New York Yankees followed him closely and, after the end of his freshman football season at FSU, he signed a baseball contract with the New York Yankees. Although Harry had been a pitcher during his high school career, he was converted to the position of catcher on a Yankee farm team. His quick release and ability to get runners out at second base, as well as his strong hitting, quickly led the Yankees to realize that he had the potential to replace the legendary Yogi Berra as the Yankee catcher. Three seasons in minor league ball resulted in Harry working his way up the minor league circuit.

Unfortunately, a collision at the plate resulted in a broken wrist, after which he was never able to recover his quick release and fast throw to second base.

Today, Harry Billie is the recreation director for the Miccosukee Indian Reservation which lies between Naples and Miami on U.S. 41.

Harry Billie of Everglades City and of Naples truly became the First FSU Seminole.



Construction of Naples Pier - 1911.

NAPLES FIRST TRAVELING SALESMAN

Robert Bembury Storter was born May 10, 1866, and died September 10, 1947. During his life he became a stalwart in the early development of Naples. He and his wife, Nancy Stevens Storter, moved to Naples in the early 20's with their three girls – Eva, Winnie, Mildred and six boys – Claude, Wilbur, Robert, George, Herbert and Wesley.

In 1922, he opened a little fish market which was built on the side of the City Dock at Crayton Cove. He also hand built boats at this location with his son, Wilbur. Three mullet, cleaned, prepared and wrapped in fresh newspaper, could be taken home for the low cost of 10¢ per pound. Robert and Nancy Storter were among the founding members of the Methodist Church which, by the way, was the only church in Naples at the time. It was built at the corner of Third Street S. and First Avenue S., which is the present site of its successor in time, the First United Methodist Church. Mr. Storter and his family donated the money necessary to buy the first organ for this church.

Their home was built on the head waters of the Gordon River in Naples Bay. Today, we know that area as Bembury Drive, located just behind the main U.S. Post Office on Goodlette Road.

Not only did Mr. Storter operate his fish market at Crayton Cove, he also became the first traveling salesman to operate out of the area, using his well known boat, the Bertri Lee. With the Bertri Lee, he would travel from Naples to Key West and back up to Tampa. He sold mullet, which was often shipped to Cuba from Key West, chicken, eggs, peppers, tomatoes, pumpkins, sugarcane, syrup, potatoes, oysters, buttonwood, lemons, limes and even hogs. It was often said that you could smell the boat coming at least a day prior to its actual arrival. He would barter and buy goods at Key West and then take the merchandise back to Naples to sell to the local citizens. He also transported alligator hides to Bayers Brothers of Tampa. These hides were salted with a heavy salt roll and placed in sugar barrels. Bayers Brothers would then finish them and turn them into a variety of products from luggage to boots. In one summer, Bembury Storter carried over ten thousand alligators which had been killed by local Indians and early settlers. After the Bertri Lee was wrecked, he operated three schooners and continued his traveling sales operation. His last vessel was the forty-foot power boat, Terre Haute. Not only did he transport goods to Fort Myers from Naples, but he also transported the Storter children to Fort Myers to attend the high school.

As passengers would ride on the Terre Haute, Mr. Storter would tell them his famous Roasted Pelican Recipe. First you catch and kill a pelican. Then you pluck all the feathers and thoroughly dress the bird. Then you stuff him with plenty of onions, sweet potatoes and cabbage. You then plank him good and tuck him in the oven until he gets to be a deep golden brown. Then cover him with a brown gravy, and when its all complete, you throw the whole thing overboard!

Many of Mr. Storter's grandchildren and great grandchildren continue to live in the Naples area. They continue to be a living legacy to the first traveling salesman of the Naples area.

- *As Told by: Lucy H. Storter*



*Pictured from Left to Right: Paul Frank, Henry Espenlaub,
"Ed" Frank, and Naples Mayor Roy Smith (1947)*

ED FRANK TO THE RESCUE

Long before Florida tourism felt the impact of Disney World, Sea World, or Busch Gardens, the Florida tourist industry was based upon small local attractions. In Southwest Florida these included attractions such as the Edison Home in Fort Myers, the Everglades Wonder Garden in downtown Bonita Springs and Caribbean Gardens here in Naples. In the late 1950's curator Joel Kuperberg was able to book his traveling show to appear live on national television on the Ed Sullivan Show. Millions of American television viewers were thrilled and fascinated to watch the ducks of Caribbean Gardens play tunes on a real piano.

Shortly thereafter, Caribbean Gardens decided to add to their tourist attraction a variety of tropical animals to compliment the beautiful botanical gardens and other wildlife features. Many species of monkeys were brought in from Africa and became an important component for tourists' enjoyment.

Not long after their arrival, six of these monkeys found a way to open their cage and escaped into the cypress head and vegetation of Caribbean Gardens. The employees of

Caribbean Gardens tried to capture these chatty and amusing little creatures. However, after several weeks, they finally realized that they were not going to capture them.

One morning at breakfast at Jack's Diner near Four Corners, Ed Frank was sitting and talking with Joel Kuperberg and others. Mr. Kuperberg mentioned the plight of the monkeys, and Ed Frank asked him how much he would pay to have the monkeys captured and returned. Feeling rather confident that Mr. Frank could not accomplish this task Mr. Kuperberg said that he would pay \$15 per monkey. Mr. Frank said that if he'd make it \$25 he'd have them captured by the next morning. Mr. Kuperberg agreed.

Early the next morning, Ed Frank drove into the parking lot of Caribbean Gardens with all six monkeys in the back of his pickup truck. Mr. Kuperberg was amazed and asked Ed how he accomplished this so easily and quickly. Mr. Frank responded that he had simply gone to the library and looked up these monkeys and determined their favorite food. He had then gone to Naples Millwork and made small boxes in which he placed the food. He then drilled a hole in each box just the size of the open hand of the monkey. Once the monkey smelled the food, he would stick his hand inside the box and, grasping the food, would have handcuffed himself to the box because he would not let go of the food.

Over the years many monkeys have continued to escape from Caribbean Gardens, and they still inhabit the area around this beautiful botanical garden. However, in the early days, this is how Ed Frank came to the rescue.

- As told by: *Paul Frank*

NAPLES FIRST GOLF COURSE

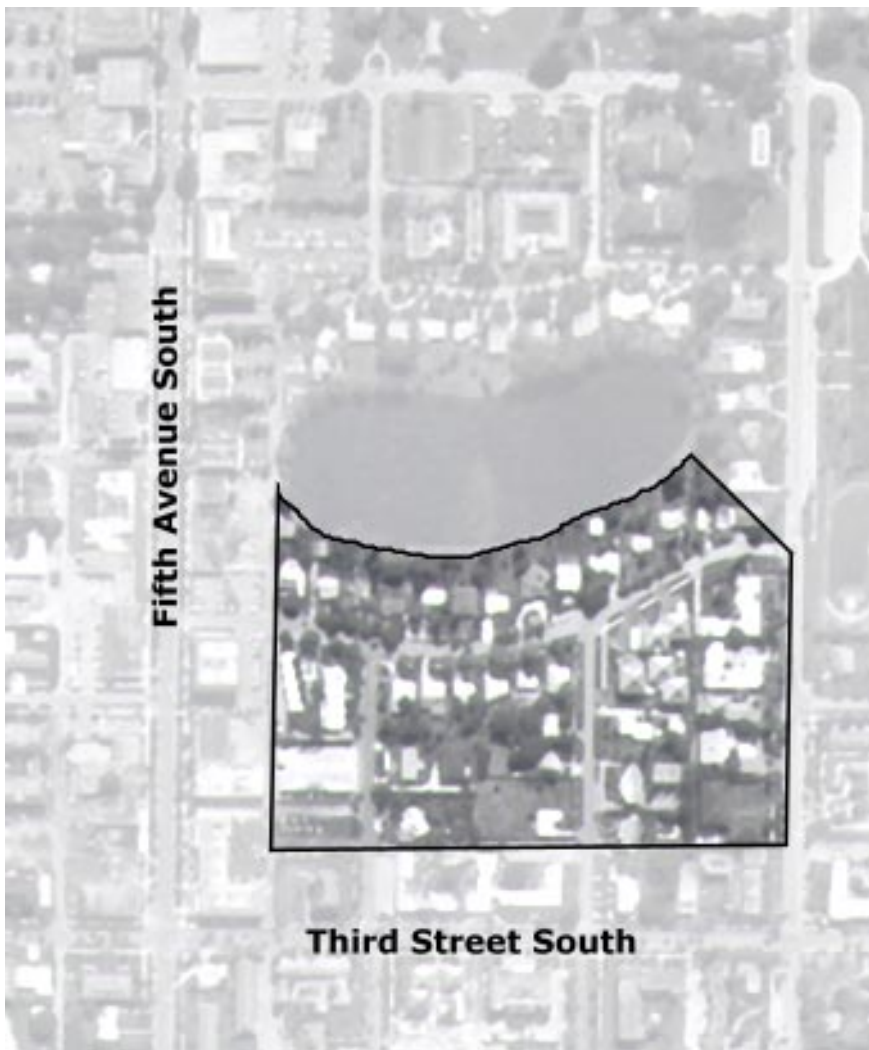
Long before The Naples Beach Club Hotel Golf Course was constructed or before The Wilderness, Hole-in-the-Wall, Royal Poinciana, Moorings Country Club or Big Cypress Courses were ever conceived, and long before the other 51 courses which now are common names and provide pleasure to thousands of golfers in Collier County, there was the first Naples golf course. Although this course did not have an official name and although it did not have lush greens and wide rolling fairways, it was, in fact, an official golf course.

Where was such a course found in Naples in the 1920's? Let me give you some clues.

- It was three blocks from the Gulf of Mexico.
- It lay south of what is today a major shopping area.
- It lay north of what is today a religious school.

From these clues, you have probably figured out that we are talking about an area that lies

- Just east of 3rd Street South
- Just south of 5th Avenue South
- Just north of 8th Avenue South



Local citizens established this golf course in the early 1920's. It had 9 holes and, therefore, in order to play 18 you simply played the course twice. No records have been kept which indicate what the par was and whether there were par 3's, 4's or 5's.

Records indicate that in 1925 the first official golf tournament ever held in Naples occurred. The winner of this golf tournament was W. J. Pulling. For shooting the lowest score, he received a silver cocktail set, including a serving pitcher and six silver cups. John Pulling, son of the original champion, has donated this silver cocktail set to Mike Watkins and The Naples Beach Hotel. This set will be displayed as part of the newly refurbished clubhouse which is to be built at The Naples Beach Hotel Golf Course during the summer of 1998.

The golf course was best known for a great abundance of sandspurs and for live alligators, which climbed out of the lake and often retrieved the balls thinking that they were alligator eggs!

- As told by: *John Pulling*



*c.1912 First Naplescape Project
12th Avenue South
Looking East to Naples Hotel*



Naples Hotel, 1910

THE FIRST NAPLESCAPE PROJECT – 12TH AVENUE SOUTH

As tourists come and go through U.S. 41 and the other major corridors of Collier County, they are impressed with the beauty of our landscaped medians. The official name of this program is Naplescape and resulted from an effort of government and citizens working together to raise money to beautify the medians of the major road sections of Collier County. When this program was begun in the 1970's, by then Mayor Ned Putzell, it was heralded as a unique project that would bring lasting beauty and charm to the Naples area. Although that program resulted in dozens of miles of major arterials being beautified, the Naplescape Program of the '70's was not the first Naplescape project for the Naples area.

The year was 1912 and the population of Naples was less than 2,000. Technically, Naples was only a community inasmuch as the papers of incorporation and the legislative actions necessary to formally become a Town did not occur until the mid-1920's. The transportation network was primarily made up of a dirt road leading from Fort Myers down to Naples with the major route for the transport of goods and people being the water route from Fort Myers down to the Naples Pier. The area of town around Twelfth

Avenue South, which we today call Old Naples, was, in fact, the heart of this thriving community. The major attraction was the Naples Hotel, a tourist facility that brought travelers from around the country and, indeed, from around the world, to Naples by water to enjoy the wonderful fishing, beautiful beaches, and warm tropical climate.

As the vessels unloaded passengers and cargo at the Pier, they were then transported along Twelfth Avenue South and dispersed throughout the community. Twelfth Avenue South actually was the first “main street” that the City of Naples had. At the west end lay the Pier stretching east to the bay with a gap in the street for the Naples Hotel. The streets of Naples at that time were predominantly sand. Improved streets were those with crushed oyster shells brought in and spread over them. As the main street, Twelfth Avenue South, had this type of finish. Although the walk from the Pier to the Hotel was a mere two blocks, the rough shell condition, combined with extensive rainfall, made it somewhat difficult for ladies and gentlemen on vacation to make this trek.

Living on Twelfth Avenue South at that time were names that now ring like legends across the landscape of Collier County: the Haldemans, the Sloans, the Phillips and the Pullings.

One night at supper, Mrs. Anne Haldeman Price, whose family owned the home and estate at the beach and south of the Pier, was discussing with her husband, Charles, and their four children, the difficulties faced by persons as they walked from the Pier down to the Naples Hotel. From that discussion, Mrs. Price came up with the idea of building a wooden sidewalk and planting coconut palms to beautify the street. At first, Mr. Price and others in the neighborhood

thought of this project as more humorous than practical; however, Anne Price was a determined and stubborn woman. Together with John Pulling, Sr., she arranged to visit the Key West area and brought back a full shipload of palm seedlings. Over the next several weeks she and others in the neighborhood planted the coconut palms along both sides of Twelfth Avenue South between the Pier and the Naples Hotel. Shortly thereafter a wooden sidewalk, cut from Cypress wood harvested from the Everglades, was built along the south side of the Avenue.

Through the efforts of Anne Price, and others, the First Naplescape Project was complete – 1912 – the birth of the original Naplescape Project.

*- As Told by: Mrs. Combs,
daughter of Anne Haldeman Price*



Gordons Pass - 1958

YOU WANT TO LIVE WHERE?

Location, location, location. This phrase, often used in real estate, defines what value is placed on property. However, real estate values also depend on the function that the real estate is to be used for. Properties today which sell for literally millions of dollars were once less than prime locations for residential units and prime locations for transient lodging/recreational activities. Such is the story of the Gordon Fish Camp property located at the south end of Gordon Drive at Gordons Pass.

With the completion of the Tamiami Trail in 1926, paradise was opened to a new group of people. This group, which we today call tourists, quickly found the small community of Naples. Even in those days the trip from Miami was only three to three and a half hours and people began to come to Naples for the weekend to fish. Although it is not clear who the original founder was, a fish camp was established at Gordons Pass at the end of Gordon Drive. At first, this Fish Camp was the home for people coming over and camping out in tents. Within a few years of its establishment, small travel trailers of the “Scotty” variety soon became regular tenants of the Fish Camp. In its heyday, the Fish Camp had approximately forty travel trailers and three mobile homes. The Fish Camp was complete with an office building, showers, and restroom facilities. Charter vessels would pick

patrons up at what is now the gas dock for Keewaydin Island. Many others would bring their own small boats and would literally carry them to the water and launch them into Gordons Pass.

Many of the Neapolitans of that era looked poorly upon Gordon's Fish Camp and its transient inhabitants.

Today, the site of Gordon's Fish Camp is the location of one of the most beautiful estates in all of the Port Royal/Gordon Drive area. Location, location, location has resulted in property values worth millions and millions of dollars. Even so, location, location, location will never replace the memories of what was Gordon's Fish Camp.

*WE HAVE A COLLECT CALL FROM
INTER-COUNTY TELEPHONE &
TELEGRAPH COMPANY*

“Hello, operator? Please give me a listing in Naples, Florida.” “Which listing would you like?” the operator politely says. Well, if the year was 1946, your choice was one of 115 telephone numbers listed in the Inter-County Telephone & Telegraph Company phone book. This one-page phone book listed all telephones in Naples, as well as the nine telephone numbers in Collier City and one telephone number at Royal Palm Hammock.

If you are asking the operator that question today, he/she would need to look through the computer files of a telephone book that now has 1,348 pages full of tens of thousands of telephone numbers for businesses and residences alike.

The February 1, 1946 telephone directory listed names that you will still find today. A walk through memory lane:

Atlantic Coastline Railroad Company, #36

Atlantic Coastline Railroad Company, located at the corner of US 41 and 10th Street South. This is the location of The Depot, which was built in 1927. Rail service provided to this location until the early 1980's. The Depot has been preserved as a cultural center.

Briggs, John N., #49

Made major contributions that helped create the Naples Community Hospital. A portrait of Mrs. Briggs hangs today in the foyer of the Community Hospital, recognizing the family for its generous community donations.

Canant, A. E., #42

A. E. Canant was the manager of the Naples Power & Ice Plant. He was married to Leila Canant, the first school teacher in Naples.

Combs Fish Company, #35

One of the early fish companies on Naples Bay. Today it is located at the Gordon River Bridge on US 41.

Florida Power & Light Company, #8

Florida Power & Light Company owned the Naples and Power & Ice Plant. This company provided electrical service throughout the developing portion of the community. Today Florida Power & Light provides electrical service throughout much of South Florida.

Interpretation of the following is required:

331 FILES 110312

11/1/2011 2:10:35 PM

NAPLES

23:20 11 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011 1012 1013 1014 1015 1016 1017 1018 1019 1020 1021 1022 1023 1024 1025 1026 1027 1028 1029 1030 1031 1032 1033 1034 1035 1036 1037 1038 1039 1040 1041 1042

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Frank, E. H. & Company, #70

Ed Frank and family operated merchandising stores in downtown Naples at Four Corners. Today they run Naples Millwork and the Wilderness Country Club Golf Course.

Naples Hotel, #7

The Naples Hotel was located on 12th Avenue South, two blocks east of the pier. This 140 room tourist facility was the showcase for early Florida visitors. Its successor in time is The Naples Beach Hotel, which is owned and operated by the Watkins family.

Prince, J. W., #72

The Prince family owned and operated Naples Liquors, Jack's Taxi and the Flamingo Diner. Mrs. Grace Prince continues to own property on 5th Avenue South.

Pulling, John, #20

John Pulling was the son of William "Bill" Pulling, early developer of such projects as Lake Park and Lake Manor subdivisions. A leading agriculturist, he was the first to develop an orange grove in Collier County.

Sample, J. G., #77

Mr. Sample was the developer of Port Royal, which continues as one of Naples' most prestigious subdivisions.

Town of Naples, #27

The Town Government of Naples, which continues to be located at the intersection of 8th Avenue South and 8th Street South.

WHAT'S IN A NAME?

Throughout time, names have carried history with them. Whether it's the name of an individual which symbolizes the type of business a family engaged in such as Silversmith; the name of a company, such as Ford, which represents the founder of the automobile industry; or the name of a museum such as The Ringling Museum, names carry with them a story and become part of the history of our community.

Newcomers to the Naples area experience the history without knowing the stories behind many of the names on our streets, bays and important venues. What's in a name? Let's look and see.

Naples

The City of Naples is actually named for Naples, Italy. Beginning in the late 1880's, developers across Florida were fascinated with the romantic notion Florida, the southernmost state, could somehow be transformed and modeled into a mirror image of the sunny Italian peninsula. Contemporary writers popularized the state's exotic new "Italian look". In 1884, a new book by Colonel F. C. M. Boggess was actually entitled "South Florida-Italy of America".

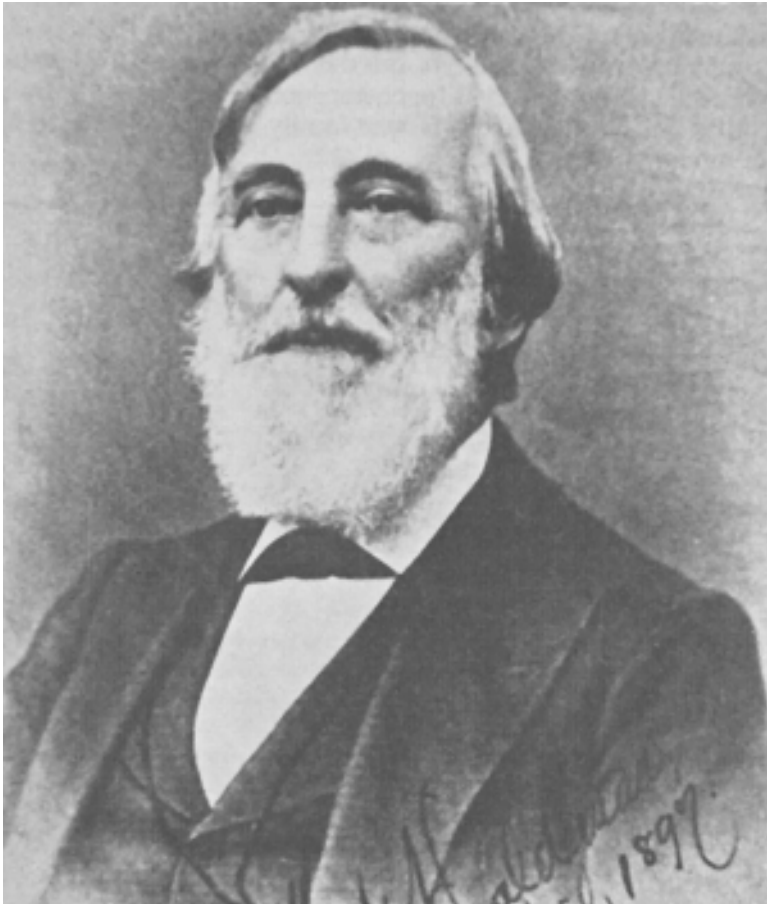
This preoccupation with Italy was also fostered by the fact that Prince Achille Murat, the exiled son of the late King of Naples, once lived in Tallahassee. In the autumn of 1886, a group of men gathered in Tallahassee for the purpose of establishing yet another new land development opportunity in Southwest Florida. From that meeting a decision was reached on November 6, 1886, to form the Naples Town Improvement Company of Tallahassee.

Today, Naples, Italy, and Naples, Florida are international sister cities. In retrospect, maybe they should be called mother / daughter.

The content of the preceding portion is based upon "The Founding of Naples" by
Ron Jamro and Gerald L. Lanterman

Haldeman Creek

Haldeman Creek is located in East Naples in the area of the County Courthouse, Glades and Lakewood Subdivisions. It proceeds southwesterly under U.S. 41 meandering across Bayshore Drive (old Kelly Road) and enters Naples Bay between Windstar and Royal Harbor. It is named for Walter N. Haldeman, who was, in the 1880's, the owner and publisher of the Louisville Courier – Journal. Haldeman used his paper in Kentucky to launch an ad campaign that resulted in many of the first land purchases from the Naples Improvement Company. At one point in time, Haldeman owned more shares in the Naples Company than any other single individual. In 1895, Haldeman and his family built a home at 137 12th Avenue South. In 1916, this home was owned by Walter O. Parmer, who named it Palm Cottage. The Collier County Historical Society purchased Palm Cottage in 1978 and is now a museum.



Walter Newman Haldeman (1821-1902), began his newspaper career at the age of nineteen as a clerk for the **Louisville Journal**. By 1844, he owned his own paper, the **Daily Dime**, which he built into the **Louisville Morning Courier**. When Union forces seized his paper during the Civil War, Haldeman moved south and continued publishing at Confederate Headquarters in Bowling Green, Kentucky, and later, in Nashville. He returned to Louisville after the war and in 1868, merged his paper with Henry Watterson's **Louisville Journal** to form a single daily, the **Louisville Courier-Journal**. Successful, energetic and public spirited, Haldeman was highly regarded by his contemporaries as "one of the most remarkable and useful men Kentucky ever produced."

Tamiami Trail

The Tamiami Trail is officially U.S. 41. The name Tamiami Trail comes from combining Tampa / Miami. With the completion of this road in 1926, the Tampa to Miami road quickly took on the nickname Tamiami Trail. The name stuck and is still commonly used today.

Four Corners

Over 60,000 cars per day presently travel through this old time famous intersection. Most of these drivers have never heard the term Four Corners, yet the intersection of U.S. 41 at 5th Avenue South and 9th Street South has always played an important part in the community's history. Four Corners was so named because it was the intersection of two paved roads and the site of Naples' first traffic light. On the northeast corner was a Gulf service station and Club 41. On the southeast corner was the Tamiami Freightway Station and Frank's Hardware. On the southwest corner was Naples Liquors and on the northwest corner was the Sinclair station.

Gordon's Pass / Gordon River

Both landmarks are named for Roger Gordon, who was a solitary nomad who traveled in and out of this area in the 1860's. He established a make-shift camp on the north side of what is today Gordon's Pass. In 1876, John and Madison Weeks put down roots and raised a rough homestead atop an ancient shell mound at the northern edge of the pass and thereby became the first permanent residents of the Naples area.

The content of the preceding portion is based upon "The Founding of Naples" by
Ron Jamro and Gerald L. Lanterman

Goodlette-Frank Road

This major north – south roadway was once two local dirt streets. The northern portion of the road was built first and connected U.S. 41 to farm land behind the Naples High School via 22nd Avenue North.

The primary homestead in this area was Ed Frank's place and, therefore, the northern dirt road became known as Frank Road. The southern portion of this roadway was originally established to provide community access to the first official landfill. Access to the landfill was provided off Central Avenue and the landfill itself lay east of the present roadway, stretching halfway to the Gordon River. In the late '50's, County Commissioner Dick Goodlette was convinced that the City needed a new north-south roadway. He talked to the land owners, who gave the needed right-of-way to the County. However, fellow County Commissioners did not agree with the project and gave the land back. Five years later, the County Commissioners realized their error, only to find that the land was no longer available for free, and they had to pay a handsome price. News reporter Tom Morgan followed this story closely and nicknamed the road "Goodlette Road". When finally completed in the 1960's, it linked the southern and northern roadways together. Thus the name, "Goodlette-Frank Road".

Lowdermilk Park

In the mid 1950's, Henry B. Watkins, Sr., Maury Lee, Ira Capelle and others began the development of Coquina Sands Subdivision. Because of their desire to create waterfront lots that would connect to the Gulf of Mexico through Doctor's Pass, and because of wetland areas in their proposed development, they asked City Council to waive the subdivision code

requirement that all subdivisions must be developed with a grid pattern of streets, with the east-west streets ending at the Gulf of Mexico. The City Council reached a compromise with Mr. Watkins. He agreed to donate a ten acre waterfront park thereby equaling the amount of public area that would have been developed if every street end had come to the Gulf of Mexico. The park was named for Fred Lowdermilk, who was the City of Naples Manager/Engineer for nearly 25 years. The lake at the park was part of a natural wetlands area which is partially salt and partially brackish and has an underground connection to the Gulf of Mexico. On the eastern edge of the lake adjacent to Gulf Shore Boulevard is a concrete decorative barrier. This barrier was brought to the park at the suggestion of Fred Lowdermilk at the time the Department of Transportation was rebuilding the Gordon River Bridges in the 1950's. A close inspection will soon reveal that this decorative feature is actually a bridge railing.

Cambier Park

This jewel of the City's park system is located in the heart of downtown Naples. It was donated to the City in the 1940's by Henry Watkins, Sr. In its early days, it had a softball field, including stands located at the northeast corner. The first tennis court was added about 1951 and was located in the southeastern portion of the park. The building currently known as the Norris Center was added in 1959 and was a gift to the community by Mr. and Mrs. Lester Norris. The park is named for William Cambier, who was the Town Engineer from 1926 to 1948.

***MINUTES & PROCEEDINGS OF THE FIRST
MEETING OF THE MAYOR AND TOWN COUNCIL
OF THE TOWN OF
NAPLES, COLLIER COUNTY, FLORIDA***

BE IT REMEMBERED that a meeting of Speed S. Menefee, Mayor, I. W. Tuttle, C. W. Stewart, E. W. Crayton, A. J. Weeks and E. G. Wilkinson, as Council of the Town of Naples, being the officers named, appointed and designated in Chapter 9846 of the Laws of Florida, Special Acts of the Legislature, 1923, which became effective on the 1st day of December, A.D., 1923, for the purpose of causing the said Town of Naples to function as a municipal corporation under the Laws of the State of Florida, the following proceedings were had on this the 13th day of April, 1925, to-wit:

There being present the following named persons:

Speed S. Menefee, Mayor,
I. W. Tuttle,
C. W. Stewart,
E. W. Crayton,
A. J. Weeks,
E. G. Wilkinson, as Councilmen.

All and every of the officers named and designated in Chapter 9846 of the Laws of Florida, Special Acts of the Legislature, 1923, being present the Mayor declared that it was competent to proceed, thereupon Speed S. Menefee, as Mayor, subscribed and took the oath of his office, being as follows:

State of Florida, ()
 : ss .
County of Collier ()

I, SPEED S. MENELEE, do solemnly swear that I will support, protect and defend the Constitution and government of the United States and of the State of Florida against all enemies, domestic or foreign, and that I will bear true faith, loyalty and allegiance to the same, and that I am entitled to hold office under the Constitution; that I will faithfully perform all the duties of the office of mayor of the Town of Naples, Collier County, Florida, on which I am about to enter. So help me God.

(signed) Speed S. Menefee

Subscribed and sworn to before me
this the 13th day of April, A.D.,
1925.

(signed) Walter O. Sheppard
Notary Public

My commission expires September 12th, 1924.
Minutes – April 13, 1925

Thereupon Speed S. Menefee, the duly qualified and acting Mayor of the Town of Naples, proceeded to administer to

I. W. Tuttle, C. W. Stewart, E. W. Crayton, A. J. Weeks and E. G. Wilkinson, their oath of office, which was in the following words, to-wit:

State of Florida ()
: ss.
County of Collier ()

We do solemnly swear that we will support, protect and defend the Constitution and Government of the United States and of the State of Florida, against all enemies, domestic or foreign, and that we will bear true faith, loyalty and allegiance to the same, and that We are entitled to hold office under the Constitution; that we will faithfully perform all of the duties of the office of Councilmen of the Town of Naples, Collier County, Florida, on which we are about to enter. So help us God.

(signed) E. W. Crayton
“ E. G. Wilkinson
“ C. W. Stewart
“ I. W. Tuttle
“ A. J. Weeks

Subscribed and sworn to before me
this the 13th day of April, A.D., 1925.

(signed) Speed S. Menefee
Mayor of the Town of Naples,
Collier County, Florida.

The several officers of the Town of Naples as designated in said Law being duly qualified and acting the following proceedings were had, to-wit:

Mr. E. W. Crayton was nominated for the office of President of the Town Council of the Town of Naples, Collier County, Florida, and there being no further nominations, upon a vote being taken he was declared unanimously elected as President of the Town Council of the Town of Naples, Collier County, Florida.

Mr. E. G. Wilkinson presented an ordinance establishing the Town Hall as a regular and public meeting place of the Officers of the Town of Naples, and moved that the same be placed upon its first reading, which notation was seconded and carried and the said ordinance was read in full for the first time.

Mr. E. G. Wilkinson moved that the rules be waived and that the ordinance be placed upon its second reading and read by its title only, which motion was seconded and carried and the said ordinance was read a second time by its title only.

Mr. E. G. Wilkinson moved that the rules be further waived and that the ordinance be placed upon its third and final reading. Which motion was seconded and carried and the said ordinance was read in full on its third reading.

Mr. E. G. Wilkinson moved that the ordinance be adopted as read, spread upon the minutes and presented to the Mayor for his approval. Which motion was carried and the said ordinance was declared adopted, the same being as follows, to-wit:

AN ORDINANCE establishing a town hall and designating such place as the public meeting place of all meetings, and the times thereof, of the Town Council of the Town of Naples, Collier County, Florida, and providing who shall attend the same and their compensation therefor.

BE IT ORDAINED BY THE MAYOR AND TOWN COUNCIL OF THE TOWN OF NAPLES, COLLIER COUNTY, FLORIDA:

Section 1. That Room S-6 in the Naples Improvement Company's Office Building be and it is hereby named, designated and established as the Town Hall of Naples, Collier County, Florida.

Section 2. That each, all and every of the meetings of the Town Council of the Town of Naples, Collier County, Florida, shall be held at the Town Hall as named in Section 1 hereof, and that all meetings shall be public.

Section 3. That this ordinance shall take effect upon its passage and the approval thereof by the Mayor.

Section 4. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance be and the same are hereby repealed.

Section 5. That the regular meetings of the Council shall be held on the first Friday night of each month and it shall be the duty of the members of the Council and the Mayor to attend all regular and special meetings, and they shall each be paid the sum of one (\$1.00) dollar for each day's attendance of such meetings. Special meetings of the Council may be called by either the Mayor or President of the Council upon giving six hours notice either written or verbal.

Passed and adopted in regular session this the 13th day of April, 1925.

(signed) E. W. Crayton
As President of the Town Council.

Submitted to and approved by me on this the 13th
day of April, A.D., 1925.

(signed) Speed S. Menefee
Mayor of the Town of Naples,
Collier County, Florida.

Mr. E. G. Wilkinson presented and ordinance relative to creating and establishing the several offices of Town Clerk and Tax Collector, Treasurer, Tax Assessor and Marshal, and moved that the ordinance be placed upon its first reading. Which motion was seconded and carried and the ordinance was placed on its first reading, being read in full.

Mr. E. G. Wilkinson moved that the rules be waived and that the ordinance be placed on its second reading, and read by its title only, which motion was seconded and carried and the ordinance was read a second time, by its title only.

Mr. E. G. Wilkinson moved that the rules be further waived and that the ordinance be placed upon its third and final reading to be read in full, which motion was seconded and carried and the said ordinance was placed upon its third and final reading, and was read in full.

Mr. E. G. Wilkinson moved the adoption of the ordinance as read, that it be spread upon the minutes in full and presented to the Mayor for his approval, which motion was seconded and carried and the ordinance was declared adopted as read. The said ordinance being as follows:

AN ORDINANCE creating and establishing the offices of Town Clerk and Tax Collector, Treasurer, Tax Assessor, and Marshal of Naples, Collier County, Florida, and providing for their appointment, terms of office and compensation therefor.

BE IT ORDAINED BY THE MAYOR AND TOWN COUNCIL OF THE TOWN OF NAPLES, COLLIER COUNTY, FLORIDA:

Section 1. There is hereby created and established the offices of Town Clerk and Tax Collector, Treasurer, Tax Assessor, and Marshal, of the Town of Naples, Collier County, Florida.

Section 2. That the terms of office of the above offices are hereby fixed for a period of one (1) year, provided that the first officers named and appointed under this ordinance shall hold office until the first Tuesday in January, 1926, or until their successors are appointed and qualified.

Section 3. That the Mayor shall name, designate and appoint the several officers herein provided for, which appointment shall be subject to the approval of the Town Council.

Section 4. That the Town Council shall be and is hereby authorized by resolution or minutes to name and designate the salary and other compensation of any of the several officers named in this ordinance.

Section 5. That this ordinance shall take effect upon its passage and the approval thereof by the Mayor.

Section 6. That all ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

Passed and adopted in regular session on this the 13th day of April, 1925.

(signed) E. W. Crayton
President of the Town Council.

Submitted to and approved by me on this the 13th
day of April, A.D., 1925.

(signed) Speed S. Menefee
Mayor of the Town of Naples,
Collier County, Florida.

Honorable E. G. Wilkinson presented his written resignation as member of the Council of the Town of Naples, effective immediately and after consideration thereof, upon motion of C. W. Stewart, seconded and carried, the said resignation was accepted.

There being a vacancy in the Council of the Town of Naples, it became the duty of the remaining members of the Council to appoint a member of this Council to fill the unexpired term of E. G. Wilkinson, resigned. Mr. W. H. Freeman was nominated to be a member of the Council of the Town of Naples to fill the unexpired term of E. G. Wilkinson, resigned. There being no further nominations, upon vote being called, he was declared elected as member of the Council of the Town of Naples, Collier County, Florida, to fill the office of E. G. Wilkinson, resigned.

Speed S. Menefee, Mayor of the Town of Naples, Collier County, Florida, filed with the Council his written resignation as such Mayor, such resignation to be effective immediately. After due and proper consideration thereof, upon motion of W. H. Freeman, seconded and carried, the said resignation was accepted effective immediately. Thereupon, there being a vacancy in the office of Mayor of the Town of Naples, Collier County, Florida, it became the duty of the

Council of said Town of Naples, to elect a Mayor of said Town of Naples, to fill the unexpired term of Speed S. Menefee, Mayor, resigned. Thereupon, E. G. Wilkinson was nominated and elected as Mayor of the Town of Naples, to fill the unexpired term of Speed S. Menefee, resigned.

The Honorable E. G. Wilkinson, Mayor of the Town of Naples, appointed J. K. McDowell as Town Clerk and Tax Collector of the Town of Naples, and submitted such appointment to the Town Council of the Town of Naples of Collier County, Florida, for confirmation. Mr. C. W. Stewart moved that the appointment of J. K. McDowell as Town Clerk and Tax Collector of the Town of Naples be confirmed, which motion was seconded and carried. Thereupon, J. K. McDowell was duly installed and sworn as Town Clerk and Tax Collector of the Town of Naples, Collier County, Florida.

Upon motion of C. W. Stewart, seconded by I. W. Tuttle and carried, Council adjourned to meet again at the Call of the President of the Council.



Mr. "Ed" Frank built this garage on the southwest corner of 11th Street and 5th Avenue South in 1927. It became the first commercial building on 5th Avenue South.



Aerial view of Naples Pier before Hurricane Donna in 1960.

Special Thanks to Our Sponsors:

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*Additionally, we would like to thank
the following for their technical
support and assistance
in putting this book together:*

*Jeff Cochran
Gina Devlin
Robin Williams
Collier County Printing*

*Adapted for online distribution by:
Jeff Cochran
March, 2002*

