"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

In 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 islands of Cape Romano. (See Figure II).

The importance to the County that this area be properly developed is evidenced by the fact that it includes eight miles of Gulf shoreline, and is located directly south of the City of Naples, and roughly 7,300 acres of mainland suitable for development as waterfront property located at that point extending in both directions 1,000 feet to open bays. Located in the heart of the area is a 2,000 acre lake which the Collier County Conservancy is in the process of establishing as a natural marine preserve, which is intended to serve both conservation and recreations purposes. Additional facilities for boating and fishing as well as recreation are to be added as development proceeds. (See Figure II).

These two factors alone are of sufficient importance to warrant the most careful planning of land development around the perimeter of the preserve so that all will add value to the property throughout, much as parks, lakes, golf and tennis courses do.

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

1. THE ISLANDS

The largest of the islands in this area is Key Island. It is slightly more than 7,000 acres in area, the Gulf, the Inlet Waterway, Gordon Pass and Little Marco Pass, being the only natural boundaries to the island. Its width extends 3,400 feet at its extreme north and 2,600 feet at its extreme south. The northwestern most area of the island lies in the City of Naples. The northerly two thirds of the island, which includes its southern portion, is in single ownership of the Key Island Club. The northeastern area of the island is used by the Collier County Conservancy for development or sale by the owners. The southern third of the island is in private ownership, and the development plans of the owners vary widely.

The width of the southern third of the island varies from about 40 feet to 835 feet. There is no possibility of substantially expanding this width by landfill or by water in any event because of the presence of the Inlet Waterway. Only the northern third of the island is usable except for a few coves toward the northeastern and southern end of the island. This usable third is bounded on the east and west by the landward Inlet Waterway from Key Island and is bounded on its east and west by Beach Road.

At the July 6 hearing on this subject, there was no apparent lack of agreement on whether the total land development regulations for the islands should extend to limit the construction of the necessary bridge, economic feasibility will exist. If and when one or more of these islands is to be developed by bridged, 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 financing feasibility of the project. Vascular access to the islands would be of course increase island property values, and at the same time the property values would be increased more than the cost of the necessity of the economic feasibility will exist. If and when one or more of these islands is to be developed by bridge, the question of whether to use by landfall or by water in any event because of the presence of the Inlet Waterway. Only the northern third of the island is usable except for a few coves toward the northeastern and southern end of the island. This usable third is bounded on the east and west by the landward Inlet Waterway from Key Island and is bounded on its east and west by Beach Road.

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 the islands that differ from the regulations for the mainland by bridge.

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 the islands that differ from the regulations for the mainland by bridge.
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 area from being cut up into small building lots.

Rookery Bay will be saved if we can raise $320,000 before April 1, 1966. To date $275,000 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, nesting charms 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 Dinger
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 Senators 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 4,000 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 2,300 acres in this area and set this battle to preserve its natural beauty, protect the homes 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.

Interest in buying this land is expected from the developers who will profit from a land boom with high pressure and mail-order selling. They will cross-cube our waterways with causeways and before the whole place will be made up of 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) __________________________

Collar County Conservancy
Rookery Bay Committee
P.O. Box 2136
Naples, Florida

Dear Mr. Pledge

Yes! I will join the fight to save Rookery Bay. I hereby pledge ___________________ dollars payable by check, savings account, trust, in cash, etc. to support the Collier County Conservancy for three years.

(Signature) ______________________

(Address) _______________________

(City & State) ____________________

For income tax deduction make checks payable to:

The National Conservancy, 2529 E Street N.W., Washington, D.C. 20008

Business: $1,500 Person: $1,000 Spender: $50 Defender: $100

Printed Name _____________________
Conservancy’s Draper Firm Believer in The ‘Balance Of Nature’

The man heading up the Collier County Conservancy’s drive to save Royal Harbor is a retired, fighting colonel of the U.S. Air Force who flew two tours of duty in the ‘hot deb.’ in the Korean War. His name is Charles J. Draper at 319 Avenue South, Bonita Springs, home.

Always a consummate Draper still retains that air of hauteur for others. "I believe in controlled game management in preserving the balance of nature. I believe the cost of such as much as I do the sanctifica- tion of the natural balance of both game and fish. This is why I am working to make the Royal Harbor, Wak输chuck Creek area into a sanctuary. The season enactment of this is that we are trying to protect the habitats and sport fishing/billing for our local economy.

After a break from Harvard to the class of 1964, Charles Draper joined the "Establishment" and his firm believed in the ‘Balance of Nature.’

MELVIN J. DRAKE

Mole & Co and soon became a manager of the Boston office. In 1954 he resigned to practice the Bernice Syring Company which he established and remained there until 1964. In 1964, his firm, Charles J. Draper Inc., was formed. In 1968, he was named a partner in the firm of Mole & Syring.

"Draper is a consummate Draper still retains that air of hauteur for others. "I believe in controlled game management in preserving the balance of nature. I believe the cost of such as much as I do the sanctifica- tion of the natural balance of both game and fish. This is why I am working to make the Royal Harbor, Wak输chuck Creek area into a sanctuary. The season enactment of this is that we are trying to protect the habitats and sport fishing/billing for our local economy."

MELVIN J. DRAKE

Conservancy’s Draper Firm Believer in The ‘Balance of Nature’

The man heading up the Collier County Conservancy’s drive to save Royal Harbor is a retired, fighting colonel of the U.S. Air Force who flew two tours of duty in the ‘hot deb.’ in the Korean War. His name is Charles J. Draper at 319 Avenue South, Bonita Springs, home.

Always a consummate Draper still retains that air of hauteur for others. "I believe in controlled game management in preserving the balance of nature. I believe the cost of such as much as I do the sanctification of the natural balance of both game and fish. This is why I am working to make the Royal Harbor, Wakwinchuck Creek area into a sanctuary. The season enactment of this is that we are trying to protect the habitats and sport fishing/billing for our local economy.

"Draper is a consummate Draper still retains that air of hauteur for others. "I believe in controlled game management in preserving the balance of nature. I believe the cost of such as much as I do the sanctification of the natural balance of both game and fish. This is why I am working to make the Royal Harbor, Wakwinchuck Creek area into a sanctuary. The season enactment of this is that we are trying to protect the habitats and sport fishing/billing for our local economy."
NAPLES GARDEN CLUB SUPPORTS CONSERVANCY

A Great Day for Conservancy

BY VICTORINE WRIGHT

FOLKSOIL, secretary of the Conservancy of the Interior, and the late Frank A. Adams, governor of the Florida State Forestry Association, are the names which come to mind when one thinks of the Conservancy. Mr. Adams was a strong advocate of the movement, and in his will bequeathed his entire estate to the Conservancy. He was an outstanding conservationist and a true friend of the outdoors. His death in 1955 was a great loss to the movement.

The Conservancy of the Interior was founded in 1938 by a group of concerned citizens who were concerned about the depletion of our natural resources. The group consisted of farmers, foresters, and conservationists who met regularly to discuss ways and means of conserving our natural resources.

The Conservancy of the Interior has grown in popularity and membership since its inception. Today, it has over 100 chapters throughout the state of Florida.

In 1940, the Conservancy of the Interior established the first state park in the state of Florida, Sebring State Park. This park was named in honor of Frank A. Adams, who was a strong advocate of conservation.

In 1951, the Conservancy of the Interior established the first state forest in the state of Florida, the Everglades State Forest. This forest was created to protect the unique生态系统 of the Everglades.

In 1955, the Conservancy of the Interior established the first state wildlife management area in the state of Florida, the Florida Panther Sanctuary.

In 1960, the Conservancy of the Interior established the first state Game Management Area in the state of Florida, the Florida Game Management Area.

In 1965, the Conservancy of the Interior established the first state Fish and Wildlife Management Area in the state of Florida, the Florida Fish and Wildlife Management Area.

In 1970, the Conservancy of the Interior established the first state Water Resources Area in the state of Florida, the Florida Water Resources Area.

In 1975, the Conservancy of the Interior established the first state Coastal Area in the state of Florida, the Florida Coastal Area.

In 1980, the Conservancy of the Interior established the first state Cultural Area in the state of Florida, the Florida Cultural Area.

In 1985, the Conservancy of the Interior established the first state Environmental Area in the state of Florida, the Florida Environmental Area.

In 1990, the Conservancy of the Interior established the first state Recreational Area in the state of Florida, the Florida Recreational Area.

Today, the Conservancy of the Interior is a strong and influential organization that is dedicated to the conservation of our natural resources. The organization has over 100 chapters throughout the state of Florida, and it is an active participant in the state's conservation efforts.

WILDLIFE KANTITALLY

A great day for the Conservancy of the Interior, of which Draper is proud, was memorable for the occasion presented for a natural wildlife sanctuary.

Top Officials Invited Here
Conservationists To Buy 1,600 Acres In Rookery Bay Section

Lunchroom 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, adjacent to those islands that have been won for the people and by the people as a sanctuary in perpetuity," Charles L. Draper announced Thursday. "No state or federal funds were asked or received." Draper told a Naples yacht club luncheon that the press.

"The $300,000 needed to acquire this property is very easy to hand," he said and Fuller. "Some of those members at the luncheon who wish to support the purchase of the Rookery Bay property from the Charles L. Draper Corporation, please bring their checks at the meeting." In addition, Draper said, "We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.

Thursday’s announcement, Draper noted, climaxned the efforts of 11 years of effort since April 15, 1930, by a group of about 27 residents, waterfronts, fishers, students, conservationists, all, who together had a vision to make what might be the first unit of part of the natural heritage of floridians.

The natural heritage be reflected to us as well, off the Ten Thousand Islands.

"This area was once the site of many hardships of years has made a visit to the bay, looking toward and crossing over the entire expanse of the Ten Thousand Islands.

"We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.

Thursday’s announcement, Draper noted, climaxned the efforts of 11 years of effort since April 15, 1930, by a group of about 27 residents, waterfronts, fishers, students, conservationists, all, who together had a vision to make what might be the first unit of part of the natural heritage of floridians.

The natural heritage be reflected to us as well, off the Ten Thousand Islands.

"This area was once the site of many hardships of years has made a visit to the bay, looking toward and crossing over the entire expanse of the Ten Thousand Islands.

"We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.

Thursday’s announcement, Draper noted, climaxned the efforts of 11 years of effort since April 15, 1930, by a group of about 27 residents, waterfronts, fishers, students, conservationists, all, who together had a vision to make what might be the first unit of part of the natural heritage of floridians.

The natural heritage be reflected to us as well, off the Ten Thousand Islands.

"This area was once the site of many hardships of years has made a visit to the bay, looking toward and crossing over the entire expanse of the Ten Thousand Islands.

"We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.

Thursday’s announcement, Draper noted, climaxned the efforts of 11 years of effort since April 15, 1930, by a group of about 27 residents, waterfronts, fishers, students, conservationists, all, who together had a vision to make what might be the first unit of part of the natural heritage of floridians.

The natural heritage be reflected to us as well, off the Ten Thousand Islands.

"This area was once the site of many hardships of years has made a visit to the bay, looking toward and crossing over the entire expanse of the Ten Thousand Islands.

"We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.

Thursday’s announcement, Draper noted, climaxned the efforts of 11 years of effort since April 15, 1930, by a group of about 27 residents, waterfronts, fishers, students, conservationists, all, who together had a vision to make what might be the first unit of part of the natural heritage of floridians.

The natural heritage be reflected to us as well, off the Ten Thousand Islands.

"This area was once the site of many hardships of years has made a visit to the bay, looking toward and crossing over the entire expanse of the Ten Thousand Islands.

"We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.

Thursday’s announcement, Draper noted, climaxned the efforts of 11 years of effort since April 15, 1930, by a group of about 27 residents, waterfronts, fishers, students, conservationists, all, who together had a vision to make what might be the first unit of part of the natural heritage of floridians.

The natural heritage be reflected to us as well, off the Ten Thousand Islands.

"This area was once the site of many hardships of years has made a visit to the bay, looking toward and crossing over the entire expanse of the Ten Thousand Islands.

"We are asking our friends and neighbors to be good members of us toward the secured a position on two adjacent sections.
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 2,400 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 spanning 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 fish and shellfish find the protection and food they require to grow and move into the deeper waters where they spend the rest of their lives. An estuary is also a 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 grow; for fish grow just like cattle on the range.

A well-known veteran fishing guide predicts a decline of 30% 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 bulk 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 boast 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. Heed future subdivisions 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!

These 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 Ball!

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 ball? 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 $85,000 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 ACREAGE

Waterfront

At $20.00 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 estuaries where Trout, Redfish and Mullet 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, similar 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

Collier County Conservancy
Naples, Florida

Gentlemen:

I want to back your efforts to SAVE ROOKERY BAY.
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.

(Ne)__________
(Street)__________
(City)__________

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

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 wildlife with its extraordinary Sand Hill and Indian Mound, 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 $200,000.00 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 CAPER ASSOCIATION
- LAKE PARK P.T.A.
- MOORES DEVELOPMENT COMPANY
- NAPLES CYCIC ASSOCIATION
- NAPLES CHURCH 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.
- POST 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 remain 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 12, 1966, 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 preserve America's natural heritages. More than that...in this tiny corner of our country, you have shown the world what makes America great!
RADIO

To reach the most people with the greatest frequency and at the lowest cost, the Conservancy decided on a five-week campaign on WHOG 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 WHOG
Naples, Florida
Conservancy - 30 seconds

The National Audubon Society has agreed to make Rockery 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 stipends 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 ROCKERY BAY.

RADIO STATION WHOG
Naples, Florida
Conservancy - one minute spot

The Collier County Conservancy wishes to bring to the attention of every resident of Collier County the necessity of the need for the permanent conservation of the Rockery Bay area, which is a part of the Collier County Conservancy. We are asking everyone to consider the importance of preserving this area for future generations.

Just a week ago 50 acres adjoining the land we are struggling to save came on the market and in a few hours it was sold. The land speculators offered $200,000 for these acres, an offer too tempting to resist.

Only a line drawn on a map protects the whole Rockery Bay area...and this will be erased if the land is developed. Let us do something to save this area for future generations.

Let us all fight to save Rockery Bay.

RADIO STATION WHOG
Naples, Florida
Conservancy - one minute spot

Ladies and gentlemen...this announcement is of vital importance. It concerns you and your way of living in Collier County. Mother Nature has provided Collier County with some of the most beautiful beaches in the world... splendid boating and fishing that brings joy to every one of our residents.

There 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, a threat to our county's growth. The development of the beachfront must not be allowed to transform your islands and your beaches into $100,000 real estate.

Don't you agree?

The first step is to SAVE ROCKERY BAY! Support the Collier County Conservancy and help make this priceless beauty spot into a sanctuary forever...for the enjoyment of you and your children. Join the many others.

Let's all fight to save Rockery Bay!

RADIO STATION WHOG
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 the finest treasures that are the joy of the whole nation...the beautiful beaches...the best shelling in the world...splendid boating and fishing that brings joy to everyone.

There 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, a threat to our county's growth. The development of the beachfront must not be allowed to transform your islands and your beaches into $100,000 real estate.

Don't you agree?

The first step is to SAVE ROCKERY BAY! Support the Collier County Conservancy and help make this priceless beauty spot into a sanctuary forever...for the enjoyment of you and your children. Join the many others.

Let's all fight to save Rockery 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 Opposition elected to conceal their identities.
The Great Land Freeze....
OR
"Save 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 analyze 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 fortune 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 wont free fishing and conservation areas. Question: What portions of the Davis area that 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 as are on the Gulf quite some distance from Rookery Bay accessible only by passing across private property.

**FEAR.**

"One road cutting through an estuary area the life cycle forever." *a decline of 90% in snook, redfish, and trout fishing here if Rookery Bay is destroyed."* More direct and subtle are frightening views "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 skin the Conservancy and not interfere with bearing and fishing.

**ECONOMIC THREAT OR THE POCKETBOOK SCARE.**

"Such a road will be built in 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?**

Directing income from retired, members feeling less through economic suffering. THE TRUTH is any road into the Rookery Bay area would be built with more 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 despots.

The Conservancy is respectfully asked to tone down their pleas for funds to purchase acreage in the Rookery Bay area, site to forts and to run such high pressure solicitations. Such high pressure solicitation 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 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 mangroves, 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

Scarce Rookery Bay

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

THE CONSERVATORY WOULD HAVE US BELIEVE that the Rookery Bay—Collier County area is the only estuary where salt water and fresh water meet, a thriving and prolific haven for fish.

ACTUALLY ALL of the mangrove bays on the west coast of Florida are also estuaries where the salt water from the Gulf of Mexico mixes with the fresh water from the land. This mixing creates a unique environment for marine life.

THE CONSERVATION STATE that the area is so precious that efforts should be made to conserve it.

THE TRUTH IS, as we are trying to conserve Rookery Bay. Any future development of this area from the bay itself to the mainland could harm the area.

THE CONSERVATION STATE that the area is under threat from development.

THE TRUTH IS such a threat is real and could happen.

THE CONSERVATION STATE that the area is in need of conservation efforts.

THE TRUTH IS that conservation efforts are needed to preserve the area.

THE CONSERVATION STATE that the area is a valuable resource for the community.

THE TRUTH IS that the area is indeed a valuable resource.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is threatened by development.

THE TRUTH IS that development is a threat to the area.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.

THE TRUTH IS that preservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of protection.

THE TRUTH IS that protection is needed to prevent further harm.

THE CONSERVATION STATE that the area is in need of conservation.

THE TRUTH IS that conservation is needed to protect the area.

THE CONSERVATION STATE that the area is in need of preservation.
Are You a Contributor to Save Rookery Bay?

The Collier County Commission would have you believe that the 2,000-acre tract of land surrounding Rookery Bay is already vital to the birds existing which help so much to create the "Naples Image." There is no intent on anyone's part to change this image.

This is the Truth

The hard life and fish life in the Rookery Bay area is not deemed to be suitable. If the unproductive parts of Rookery Bay are not controlled to guide the growth of sea grass, few fish and shrimp, the mangrove trees protected around the perimeter of the Bay for 30 years, the Naples image can then be restored in the development of delightful waterfront residential areas inland from the Bay. Rookery Bay comparable to the best that Naples now offers.

This is the Truth

The County Commissioners in 1962 planned to sell Rookery Bay. Instead they planned a recreational and leading to a improved County park in the Little Marco area. This need has been successfully blocked by the Conservancy.

This is the Truth

The Patten of rapidly expanding Naples will benefit greatly from controlled land development in the inedible mangroves of Rookery Bay and those "Nasty Speedbumps," "Fast Buck Artists," and groups that will "do anything for a buck" is just more of the same old Conservancy, sugar investors and others have been recently subjected to on the radio and in the papers. Incidentally, who's going to publish this "information," the Conservancy contribution, or what? For years, a recent study to the beachfront from when the Conservancy is eating their 30-year acres disclosed that the Conservancy was the real party interested in the purchase of acres. This is contrary to recent Conservancy propaganda.

This is the Truth

When the Conservancy buys the island mangroves surrounding Rookery Bay they will take off the tax rolls forever. This mangrove land when developed could produce millions of dollars in additional tax revenue. Collier County. Isn't it fantastic that the City of Naples doesn't have a sea tax producing mosquito breeding mangrove swamps. It truly that some well meaning conservationist decades years ago to be held in its natural state forever. When a shipping yard that could make, canoe, boats, span, rafts, restaurants, and used like, all breeding in the same spot in the center of Naples.

Let's Save Rookery Bay.

But please, let's not kill Collier County in the process.

Dear Conservancy:

NOW THAT YOU, THE CONSERVANCY, has decided to assert leadership doing something for our Naples people and our children and children's children in your magnificent gesture of giving us some wonderful mangrove friends to admire and enjoy. How about a few thousand feet of Gulf shoreline to own and to give to, and what about a waterway area for the young folks, and how about some parks along the waterways just for the fun of it and their children to plant on, and how about widening the character miles of Naples so that the location in boats small enough to really enjoy Rookery Bay, don't get swamped by buying in the same 80' wide channel that the huge Conservancy boats see. 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 ending across Rookery Bay, and where did you get your information about the lumber and dredge filling up Rookery Bay, and don't forget about all the hot dog stands and the rowing outboards taking over the waterways.

Who told you, the Conservancy, that Rookery Bay is a waste of land and a "dead end" and what WHERE ARE THE ROOKERS YOU, THE CONSERVANCY, going to do with all that Moire and the huge water areas? Can your "waterfronters" or "mooretakers" so cover the land with homes and traffic that has the character miles that is the real Naples? Please give us your reasons for the same.
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 changed 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 ringmasters of the Conservancy group who himself is one of the largest land owners in the Rookery Bay area. Isn't 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 Aquiaucine 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 2850 acres within the City of Naples and these produce over three-quarters million dollars in annual county taxes. Wouldn't be so helpful 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.

WHAT HAPPENS TO THE BIRDS AND THE FISHING? ...NOUGHT

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 in 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.

REFLECT A LITTLE.

Beauty is in the eye of the beholder.

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.

But...

If you support the Conservancy...

This land will remain, for the most part, an impermeable 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 show 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.