

The Whistlestop

Volume 1, Number 1

SOUTHWEST HERITAGE, INC.

October 1976

DEPOT FUND NEARS \$300,000 IN FIRST THRUST

Encouraging Response In Early Solicitation

Major-Gifts and Business Divisions
Set Strong Pace in Initial
Stages of Drive

The initial two phases of the "Save the Depot Fund" reached a gratifying total of \$294,710 when the follow-ups of the summer had been tabulated. When one considers that solicitation only began in April and just 250 calls have been completed, there is every reason for optimism.

Under leadership of Southwest Heritage, Inc., organizational work occupied most of the winter months. At the same time, pre-campaign pledges, initiated to test the potential and interest in the Depot idea, surpassed \$40,000 before the kick-off.

On April 6 the Development Committee, guided by Honorary Chairman W. Roy Smith and spearheaded by Heritage President G. Gordon Biggar, launched the first phase. This thrust consisted of visits with 150 long-time residents of Naples who were placed in the major gifts division. In successive weeks the 30-odd volunteers enlisted more than 100 pledges amounting to \$154,000, which President Biggar termed "an excellent return from the first half of the major gifts division."

Late in May the advanced gifts of the business division, under effective leadership of Co-Chairmen Edward Oates and Earl Hodges, was kicked off by 32 volunteers at a luncheon meeting. Working in pairs, the businessmen called upon 90 enterprises in the City. The business community, which originally conceived the idea of the Depot as an historic site, rallied in encouraging fashion. Over two-thirds of those visited pledged, with nearly one-half reaching the share level of \$1000 or more over the payment period. When their gifts are combined with the contribution of Seaboard Coast Line, the business total now approaches \$100,000, with many local establishments still to be seen.

Thus the beginning phases of a five-part campaign have been well received. Friends have already subscribed nearly \$300,000 of the \$788,000 goal. Turndowns have been very few. All of Naples seems to recognize that the project deserves the whole-hearted endorsement of the community. It is now fair to say that the Depot can be saved.

Recognition of Donors

On the two inside pages of *The Whistlestop* the reader will find a bronze-colored plaque, a replica of which will be placed in the restored Depot.

On the plaque will be inscribed the names of those donors giving a share or more to the Depot Fund. The shares, payable over four or even five years, are of the following four denominations: the platinum share of \$25,000 or more; the gold share of \$15,000-\$24,000; the silver share of \$5000-\$14000; and the bronze share of \$1,000 or more.

In this first publication of *The Whistlestop* the three upper levels are combined into a single division. In the January and April bulletins these three levels of shares will be divided.

At the end of the "Save the Depot" project the names of all additional contributors to the Fund will be listed alphabetically in a booklet and installed at an appropriate place in the renovated building.

PHASE THREE BEGINS AT END OF OCTOBER

Focus on Leadership Pledges and
Completion of Major-Gifts

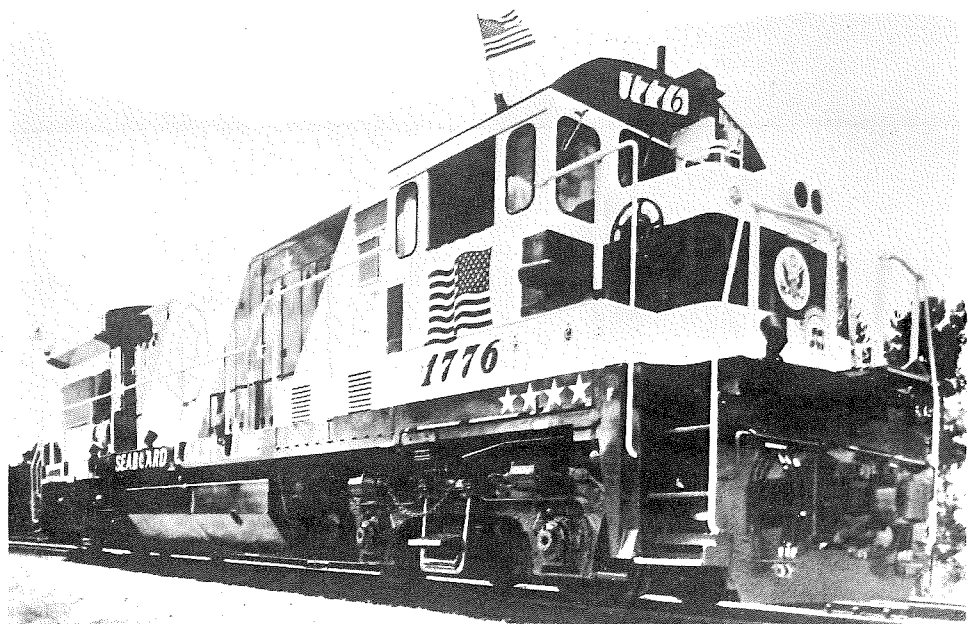
Phase three of the campaign, scheduled for fall, will seek to enlist high-level pledges in the leadership and major-gifts divisions.

Last spring the initial half of major-gifts received a very favorable response. This autumn the Development Committee of Southwest Heritage plans to visit with the second half of the major-gifts names, and will concurrently follow up on the unfinished work from the spring.

A most important emphasis of the fall will be the search for leadership gifts among the long-time residents who recall the railroad with nostalgia. The majority of this group are service-oriented people who dedicate much of their resources to philanthropic causes. The Depot concept, which preserves the past yet serves the present and the future, should have an appeal to many.

The general division, which will seek to interest many individuals in the area, is scheduled for early 1977. It is hoped that these combined efforts will send the "Save the Depot" project over its required goal of \$788,000.

BICENTENNIAL TRAIN, "SPIRIT OF 1776", ARRIVES OCTOBER 23



The colorful engine chugs into the Depot at 11 a.m. Festivities include music by East Naples Middle School Band, visits in the train, "Save the Depot" balloons and a few appropriate words.

SAVE THE DEPOT FUND 1976

*A record of friends whose gifts of one or more shares
will purchase and renovate this historic site.*

PLATINUM, GOLD AND SILVER SHARES

(Nota bene: In this first printing of donors to date, the platinum, gold and silver shares are combined in one listing. These will be divided in the January and April issues.)

Anonymous
Mrs. Harry Lynde Bradley
Mr. and Mrs. James G. Brooks
Mr. and Mrs. Donald R. Clark
Mr. and Mrs. Edward R. Godfrey
Division of Archives & History,
State of Florida
Dr. and Mrs. Weimer K. Hicks
Mr. and Mrs. Joseph H. Hirshhorn

Naples Art Association
Naples Garden Club
Naples Woman's Club
Mr. and Mrs. Lester Norris
Mrs. Donald H. Robinson
Seaboard Coast Line Railroad
Mr. and Mrs. Tempel J. Smith
Mr. and Mrs. Richard P. Windisch

BRONZE SHARES (\$1,000 or more)

A
Mr. and Mrs. Henry P. Albrecht
Mr. and Mrs. William G. Allyn

H
Mr. and Mrs. Albert Halverstadt
Mr. and Mrs. Robert D. Harrington
Mr. and Mrs. Charles C. Henderson
Earl G. Hodges Funeral Chapel
Mr. and Mrs. Marsh Holcombe
Mr. and Mrs. Thomas S. Hood

P
Paine, Webber, Jackson & Curtis
Mr. and Mrs. Carlo D. Paterno
Mr. and Mrs. A. Hawley Peterson
Pittman's Funeral Directors

R
Fleet Bank of Naples
Mrs. Helen W. Bell
Benson Insurance Agency
Mr. and Mrs. G. Gordon Biggar
Mr. and Mrs. John P. Blair
Bowman's Office Supply
Mr. and Mrs. Frederick R. Braden
Dr. and Mrs. Richard I. Brashers
Mr. and Mrs. J. Alden Briggs
Mr. and Mrs. Stephen F. Briggs
Mr. and Mrs. Clifton L. Brigham

I
Mr. and Mrs. Louis F. Iten
Mr. and Mrs. William H. Iten

R
Radio-Television Centre
Raymond, James & Associates

C
Mr. and Mrs. Ralph H. Carlson
Coast Federal Savings & Loan Assn.
Mr. and Mrs. James R. Cole
Mr. and Mrs. Robert W. Conkey
H. F. and Mabel Conrad
Corbin-Lindabury Garden Center
Mr. and Mrs. S. H. Corkran, Jr.
Cunningham Insurance Agency

J
Mrs. Paul J. Keck

S
Mrs. Lindsay A. Sagar
St. George & The Dragon
Mrs. J. Simonds Short
Smith-Lesher Insurance
Mr. and Mrs. Claude V. Swank

D
Mrs. John W. Dearholt
DeVoe Buick-Cadillac
Mrs. Margaret Dodson

L
Lawyer's Abstract Service, Inc.
Mrs. Ferdinand C. Lee
Mr. and Mrs. Charles T. Letson
Mr. and Mrs. Louis C. Lustenberger
Mr. and Mrs. William H. Lycan

T
Mr. and Mrs. Herman C. Tector
Mrs. Mamie B. Tooke
Turner Corporation
Mr. and Mrs. Ralph B. Tyrner

E
Fibber McGee's Closet
First Nat'l. Bank & Trust Co. of Naples

N
Naples Airlines
Naples Artcrafters
Naples Civitan Club
Naples Jaycees
Naples Millwork & Fixtures
Naples Service & Supply
Robert H. Niepold

V
Mr. and Mrs. John C. Van Arsdale

G
Gene's Fifth Avenue Florist
Mr. and Mrs. Joseph E. Godfrey

O

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EDITORIAL

We present herewith the first issue of *The Whistlestop*, which will become the official house organ of Southwest Heritage, Inc., the tax-exempt corporation formed to secure the finances to "Save the Depot."

During this year *The Whistlestop* will be printed four times to give data on the progress of the campaign. The next issues will be released in January and April, followed by a mid-summer number. In each issue of the year the plaque with its expanding list of donors will appear on the center spread.

The charter of Southwest Heritage, Inc. requires that the Board of Directors report directly to the full membership, which will consist of all those who pay the modest dues. So in subsequent years the bulletin will bring to you all that appropriate information and action which the Board deems significant.

Biggar and Bettor

In a very generous offer of sorts, airline executive John Van Arsdale, who had already made a sizable gift to Southwest Heritage, Inc., agreed to double his pledge if President G. Gordon Biggar would abstain from all smoking for six months.

Gordon, no idle smoker, accepted the difficult challenge. As further proof of his faith (and in the mind of this smoker there needn't be any), our ever-congenial President decided, should he fail, he would add a \$500 token donation to his original gift to the Depot Fund.

Recent reports from England, where Prexy Gordon has been vacationing, say he has yet to smoke that first four-figures' cigarette. Good work, Gordon. And take courage, for the deadline looms.

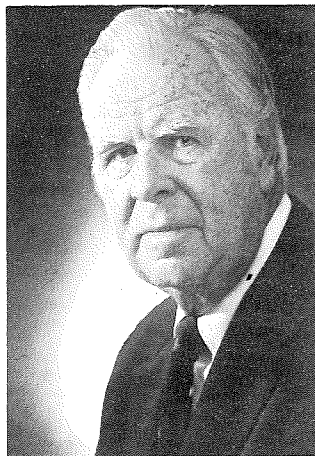
END OF THE LINE

Any worthy project evolves more ideas and programs than a small bulletin can include. So we introduce *End of the Line*, a column to capsulize items of interest. . . . WHAT GROUP DESERVES first mention? The Jaycees, who rallied a city for the Depot. Their work still goes on. With Depot ownership in limbo this summer, they gathered mowers and gave the grass a weekly grooming. Then on Oct. 15 they dedicated an historic marker which will stand permanently on the site. . . . A BEAUTIFUL PAINTING of the Depot, work of artist Jane Bingham and gift to the City, hangs successively in each lobby of the several Naples' banks. 'Tis truly a thing of beauty. . . . DID YOU KNOW THAT SW Director Harry Cunningham, a vital force in the Depot project, purchased 1500 balloons to be freed when Seaboard's train appeared. Regretably the engine was derailed. Rescheduled, the "Spirit of 1776" chugs into the station on Oct. 23. The show goes on and the balloons go up. . . . NAPLES' CHARITIES, and our Depot, shared in March in a \$10,000 gift from the LPGA. The philanthropy, and even more the golfers, will be sorely missed. . . . WITH OFFICIAL TRANSFER of the Depot, the Federal grant funded through Fla.'s Division of Archives will be forthcoming. . . . Southwest Heritage gives deep thanks to Coast Federal Savings and Loan Bank which made available a spacious office in its building on the Trail. Now that the station is being turned over, the staff of SW expects to move headquarters in the near future. . . . HELP WANTED. Have you time or talents? In architecture or in construction? In office work? Or can you shore up your courage and make campaign calls? If so, please phone 262-2253, identify yourself, and tell us of your interests. 'Tis the end of the line.

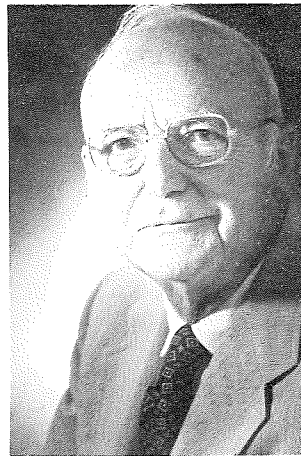
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