

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**FOR NPS USE ONLY**  
RECEIVED **APR 18 1982**  
DATE ENTERED **MAY 24 1982**

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC

Palm Cottage

AND/OR COMMON

Henry Watterson Cottage, The Cement Cottage, The Palmer Home, Alexandra Brown House

**LOCATION**

STREET & NUMBER

137 - 12th Avenue, South

N/A -- NOT FOR PUBLICATION

CITY, TOWN

Naples

CONGRESSIONAL DISTRICT

N/A -- VICINITY OF

10

STATE

Florida

CODE

12

COUNTY

Collier

CODE

021

**CLASSIFICATION**

**CATEGORY**

**OWNERSHIP**

**STATUS**

**PRESENT USE**

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

**PUBLIC ACQUISITION**

**ACCESSIBLE**

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

N/A

NO

MILITARY

OTHER:

**OWNER OF PROPERTY**

NAME

Collier County Historical Society, Inc.

STREET & NUMBER

Post Office Box 201, 137 12th Avenue, S.

CITY, TOWN

Naples

N/A -- VICINITY OF

STATE

Florida

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Collier County Courthouse

STREET & NUMBER

3301 Tamiami Trail East

CITY, TOWN

East Naples

STATE

Florida

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

DATE

N/A

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

CITY, TOWN

STATE

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED    DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Palm Cottage is a simple one and a half story tabby and frame house located in the heart of Naples, Florida, two blocks east of the city pier. Originally, the property adjoined that of the Old Naples Hotel further to the east, and faced Naples' only street (now 12th Street, South), which connected the hotel and the pier. Until the Seaboard Railroad line was extended from Fort Myers to Naples in 1926, Naples' only transportation link was by ship from Tampa.

The house is positioned approximately in the middle of the block and faces south. The property is comprised of three lots (1887 plat) and is bordered by lush vegetation, although earlier views (circa 1920) show less vegetation and a picket fence. In addition to the main tabby constructed house, the property includes a frame, one-story, one-car garage (1942) near the northwest corner, a small one-story frame outbuilding referred to as a former servants' quarters (1912) near the northeast corner and a tabby cistern adjacent to the northwest elevation of the house.

The entrance (south) and rear (north) elevations of the house have three bays with a center entrance while the side (east and west) elevations exhibit some variety in fenestration. The west side has single, double-hung sash windows symmetrically positioned while the east elevation has a glazed door with side lights in the rear bay and a chimney with high flanking windows in the front bay. An attached one-story, frame "ell" extends from the northeast portion of the rear elevation and a screened one-story porch with a parapet railing extends across the entrance facade. The house has a gable roof with symmetrical cross gables. Each gable-end is covered with drop siding and has two single windows with double-hung sashes. The roof is currently covered with asbestos shingles in a diagonal pattern.

Because of its solid masonry construction, few alterations have been made to the cottage's basic double-pile, center-hall plan. The kitchen was originally detached, but it has been connected to the main house by enclosing the space between the two buildings to create a pantry. Other alterations include the addition of bathrooms on both floors probably made when Palm Cottage served as an annex (1906-1916) for the adjacent Naples Hotel and the changing of some partitions on the second floor. Changes on the exterior seem to have been restricted to the porch. The original built-up square wooden porch columns have been replaced with smaller square posts and the exposed tabby parapet railing appears to have been sheathed with drop siding. A small porch roof balustrade has also been removed.

The solid tabby exterior walls are stuccoed with a smooth waterproof mortar; the interior partitions and upper story are wood frame.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input checked="" type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) Historical
		<input type="checkbox"/> INVENTION		

## SPECIFIC DATES

+1890 c

## BUILDER/ARCHITECT

Unknown

## STATEMENT OF SIGNIFICANCE

Palm Cottage is significant as one of Naples' earliest residences dating from the town's nascent years in the late 1880's and for its association with Henry Watterson (1840-1921), the nationally renowned editor (from 1868 to 1918) of the Louisville Courier-Journal. The cottage is also significant for its tabby construction, a building material and method of construction occasionally used in Florida throughout the nineteenth century.

Built sometime between 1888 and 1906 during Naples' initial development, Palm Cottage functioned as the seasonal residence of Henry Watterson and reflects Naples' principal attraction as a remote wintering spot for visitors from the northern states. Naples was first platted in 1887 by the Naples Town Improvement Company<sup>1</sup> which had been formed by several influential families from Ohio and Kentucky who saw the largely unspoiled coast of southwest Florida as an attractive place for winter residency.<sup>2</sup> Presided over by John S. Williams, a U.S. Senator from Kentucky (1879-1885), the company purchased some 8,700 acres of wilderness along the southwest coast and began promoting the natural amenities of the locale abundant with fish and wildlife and selling lots in the fledgling community.<sup>3</sup> Early purchasers<sup>4</sup> included Rose Elizabeth Cleveland, sister of the President, and Walter N. Haldeman, owner-publisher (from 1868 to 1901) of the Louisville Courier-Journal. Although Naples' development was slow until well into the twentieth century, in 1888<sup>5</sup> the nearby Fort Myers Press reported that Naples had a hotel which could accommodate twenty to thirty guests, several cottages, a store and office building and a long pier which extended into the Gulf. The same report also commented on the letting of contracts for three proposed concrete houses, one of which could very likely have been this tabby building (Palm Cottage) subsequently used by Henry Watterson as his winter residence.

In 1890, the Naples Town Improvement Company sold its holdings because of continuing financial difficulties.<sup>6</sup> Walter N. Haldeman was the sole purchaser of the company's holdings which included the hotel, the pier, two ships, miscellaneous unsold town lots and some 8,600 acres outside the town. The Haldeman family retained ownership of the Naples Company (which it had become) until 1914 when the sons, Bruce and William, sold the enterprise to E.W. Crayton, an Ohio real estate executive.<sup>7</sup>

The close personal and professional association of Henry Watterson and Walter Haldeman and successively that of his sons had begun in 1868 when the two men merged their respective Louisville papers, the Courier and the Journal, for "the creation, in a city of the tenth class, of a newspaper of the first class".<sup>8</sup> The Louisville Courier-Journal became one of the most respected and politically influential newspapers in America during the nineteenth century and much of that influence is attributed to Watterson's prolific and independent editorial policy.<sup>9</sup> Watterson's influence and abilities were recognized early in his editorial career when in 1876 he chaired the Democratic National Convention.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

(See Continuation Sheet)

**UTM NOT VERIFIED**

**ACREAGE NOT VERIFIED**

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than one

QUADRANGLE NAME USGS Naples North

QUADRANGLE SCALE 7.5 min.

UTM REFERENCES

A 1 17 4 1 9 6 10 10 2 8 9 10 3 16 10

B         

C         

D         

E         

F         

G         

H         

### VERBAL BOUNDARY DESCRIPTION

All that part and parcel of land known as Lots 16, 17 and 18, Block 8 Tier 2.--Plan of Naples. (Plat Book 1, p. 8, Public Records of Collier County, Florida).

### LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
N/A	N/A	N/A	N/A
STATE	CODE	COUNTY	CODE
N/A	N/A	N/A	N/A

## 11 FORM PREPARED BY

NAME / TITLE

Dan G. Deibler, Historic Sites Specialist

ORGANIZATION

DATE

Florida Division of Archives, History and Records Management October 16, 1980

STREET & NUMBER

TELEPHONE

The Capitol

(904) 487-2333

CITY OR TOWN

STATE

Tallahassee

Florida

## 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL   

STATE X

LOCAL   

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

TITLE

State Historic Preservation Officer

DATE

10/28/80

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

William H. Brannan

DATE

5-24-82

ATTEST:

    
KEEPER OF THE NATIONAL REGISTER

DATE

5/21/82

CHIEF OF REGISTRATION

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He was also a respected and popular orator having been invited to deliver the inaugural address opening the "World's Columbian Exposition" in Chicago in 1893.<sup>10</sup> The successful partnership, with Watterson as editor and Haldeman as owner-publisher, lasted until the latter's death in 1901, although Watterson continued as the paper's editor until his retirement in 1918.<sup>11</sup>

Like many wealthy and influential personalities of the nineteenth century, Henry Watterson and his family began wintering in Florida in the 1880's.<sup>12</sup> His close ties with Haldeman naturally brought him to Naples and several articles authored by Watterson for both the Louisville and Fort Myers papers attest to his good opinion of the place.<sup>13</sup> Local tradition maintains that Haldeman had Palm Cottage built specifically for Watterson's use during the winter season<sup>14</sup> and for decades it has been referred to as the Watterson Cottage.<sup>15</sup> News accounts of 1888 and photographs dated 1906 establish that the house was built during that time on land owned by Walter Haldeman. Watterson's association with Naples appears to have ceased about 1910,<sup>16</sup> although he continued to winter in Florida until his death in Jacksonville in the Hotel Seminole in 1921.<sup>17</sup>

Palm Cottage is one of the few known tabby-built buildings in Florida. The material is a primitive form of concrete made with local materials, sand, shell for aggregate and lime made by burning shells. After mixing with water, the cementitious-like material was poured into wooden forms in shallow layers or courses creating a striated effect as the shallow forms are moved up until the desired wall height is achieved. Although tabby has a long tradition in Florida dating to the Spanish settlement of St. Augustine, its use for buildings has been relatively rare. The remoteness of Naples, which was only accessible by ship from Tampa until well into the twentieth century, probably accounts for tabby's rather late use in the construction of Palm Cottage. Except for the Robert Gamble House near Bradenton, which dates from the 1840's, the other known tabby buildings in the southwestern coastal area have disappeared or remain only as ruins. These include:<sup>18</sup> the former G&G Mercantile Store, Old Marco Village, Marco Island; the Captain Horr House (1890's), near Marco Island; the Addison family storm shelter (circa 1905), Addison Island; and, of course, Braden Castle in Bradenton, also from the 1840's.

Palm Cottage remained part of the Haldeman estate until it was sold to Walter O. Parmer in 1916. Parmer held it until 1939. Between 1939 and 1944 it was owned by George Hendric. From 1944, until acquired by the Collier County Historical Society in 1980, it was owned by Alexandra Brown.<sup>19</sup>

FOOTNOTES

<sup>1</sup>Lee County, Plat Book 1, "Plan of Naples 1887", p. 8.

<sup>2</sup>Carlton W. Tebeau, Florida's Last Frontier, (Coral Gables: University of Miami Press, 1957), p. 168.

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<sup>3</sup> Ibid.

<sup>4</sup> Ibid., p. 170.

<sup>5</sup> Ibid., p. 172.

<sup>6</sup> Ibid., p. 170.

<sup>7</sup> Ibid., p. 173.

<sup>8</sup> The National Cyclopaedia of American Biography (New York: James T. White & Co., 1898), 1:468.

<sup>9</sup> Joseph Frazier Wall, Henry Watterson (New York: Oxford University Press, 1956), p.308.

<sup>10</sup> Op. cit., The National Cyclopaedia, p. 468.

<sup>11</sup> Dumas Malone, ed., Dictionary of American Biography (New York: Charles Scribner's Sons, 1936), X(1):555.

<sup>12</sup> Ibid., p. 554.

<sup>13</sup> Tebeau, op. cit., p. 173.

<sup>14</sup> Frank F. Tenny, Jr., Correspondence to Dan G. Deibler, Bureau of Historic Sites and Properties, FDAHRM, April 4, 1980.

<sup>15</sup> John S. Holloway, "The Early Days of Naples-on-the-Gulf", Ms. on file, Collier County Historical Society, Naples, Florida. Ms. pre-1945.

<sup>16</sup> Wall, op. cit., p. 292.

<sup>17</sup> Florida Times-Union (Jacksonville), December 23, 1921, p. 7.

<sup>18</sup> Ernie Carroll, interview and personal communication to Frank Tenny, Jr., Naples, Florida, Spring 1980.

<sup>19</sup> Abstract of Title #99933, prepared by Lawyers' Abstract Service, Inc., Naples, Florida 1980.

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Covington, James W. The Story of Southwestern Florida, I & II, New York: Lewis Historical Publishing Company, Inc., 1957.

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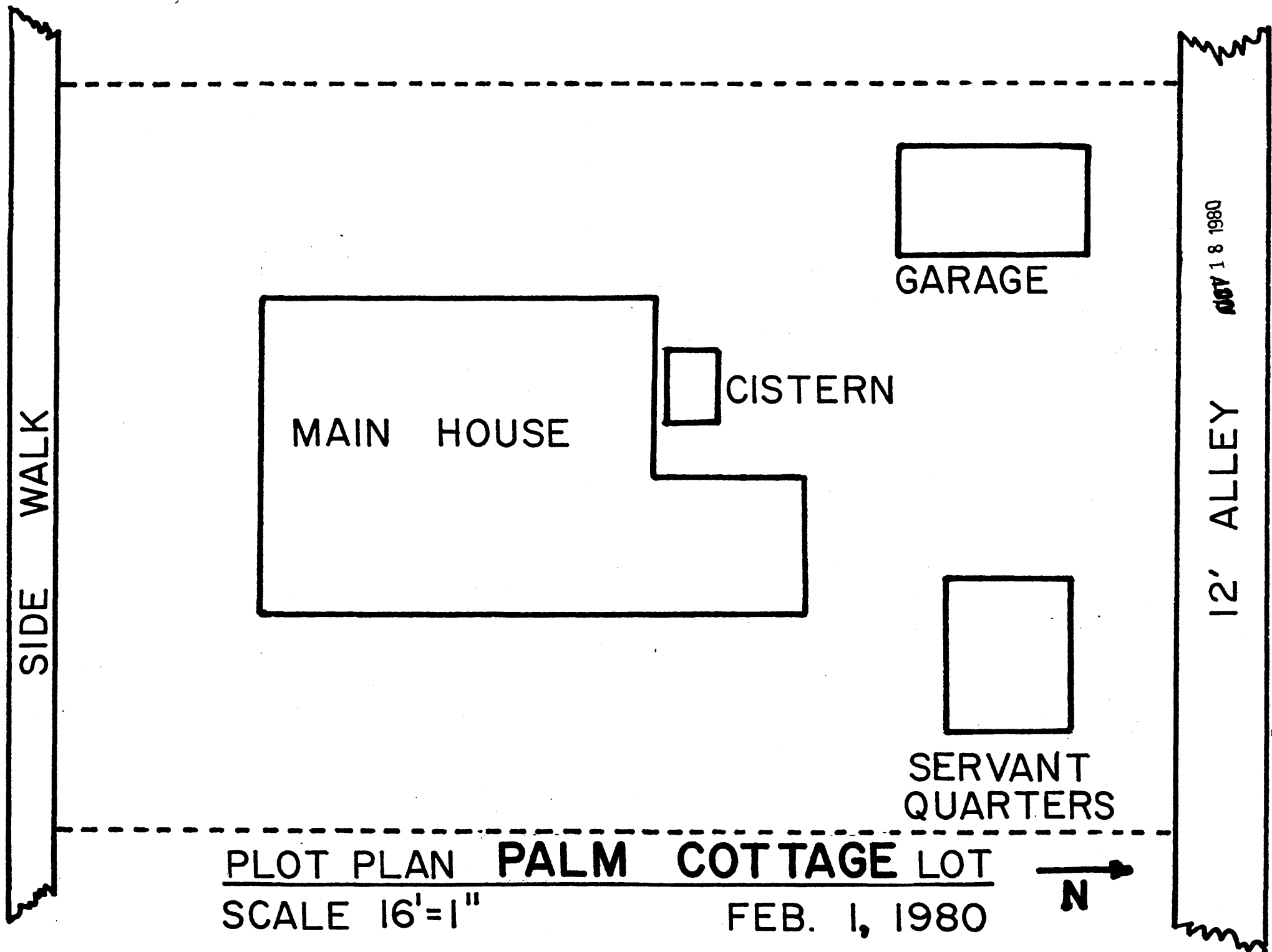
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Wall, Joseph Frazier, Henry Watterson, New York: Oxford University Press, 1956.

Watterson, Henry, "Marse Henry", New York: George H. Doran Company, 1919.



PLOT PLAN PALM COTTAGE LOT  
SCALE 16' = 1" FEB. 1, 1980

12' ALLEY FEB 1 8 1980

Diagram #2



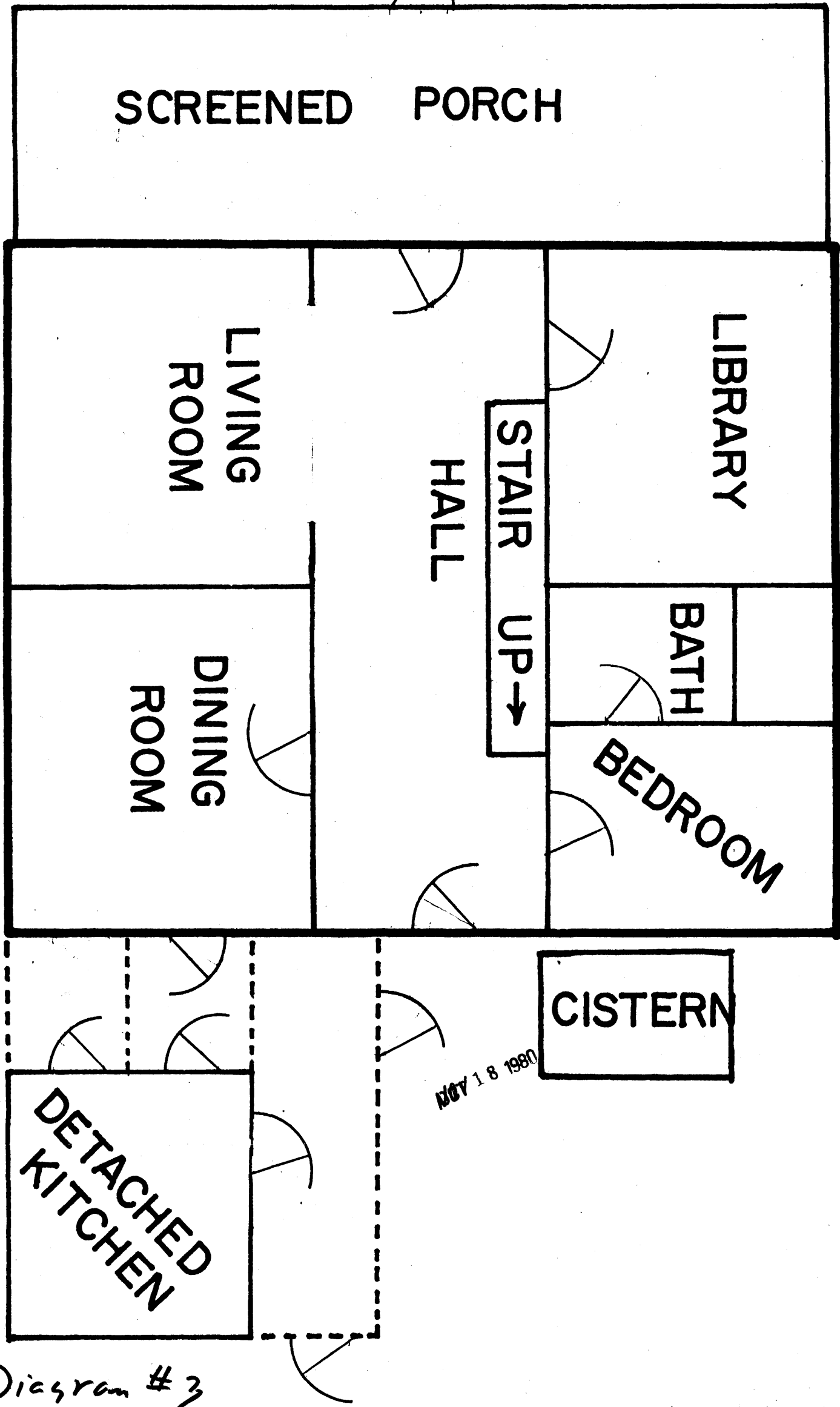
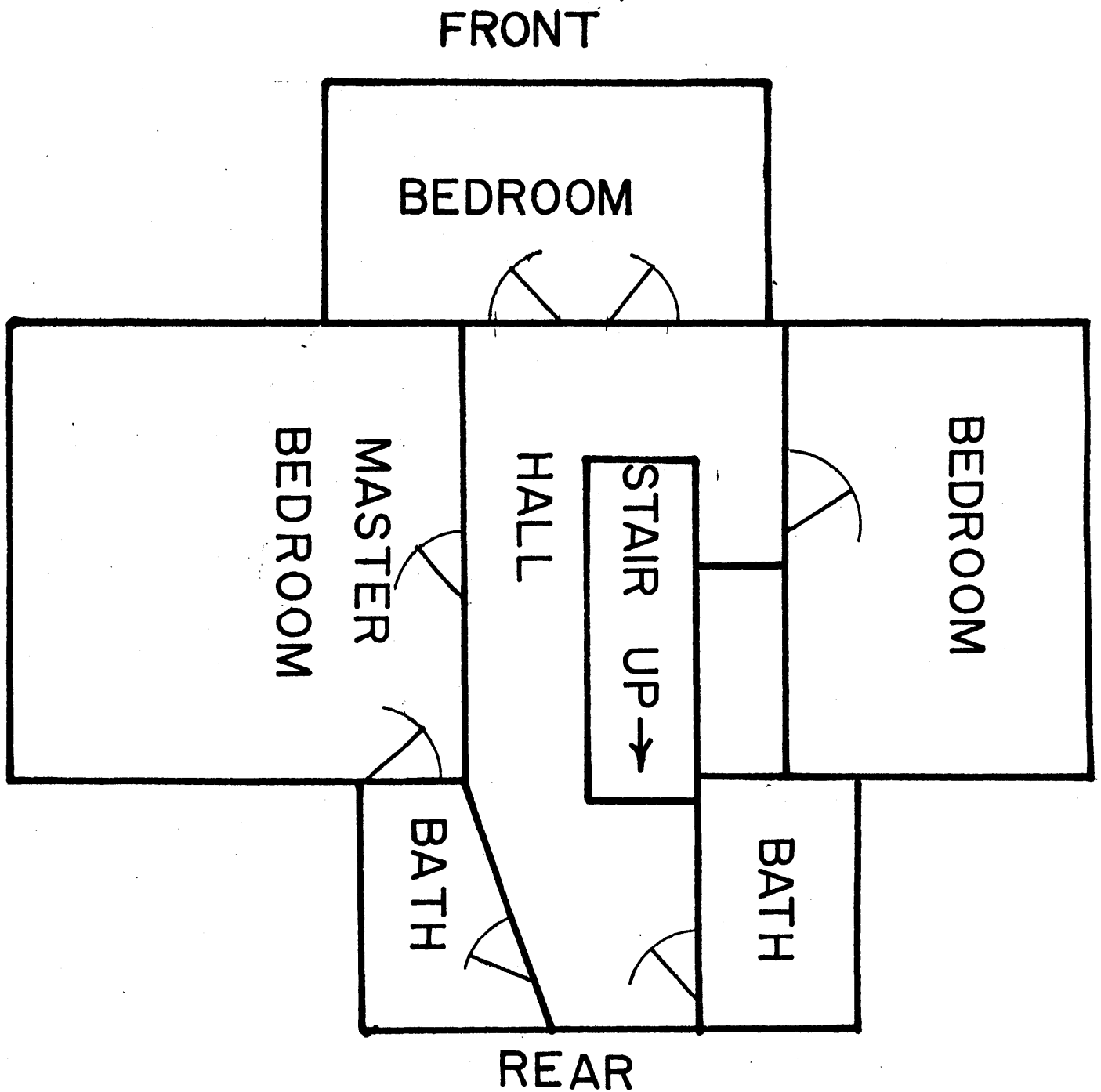


Diagram # 3

FLOOR PLAN FIRST FLOOR  
 PALM COTTAGE  
 SCALE 1" = 6' FEB. 1, 1980



FLOOR PLAN SECOND FLOOR  
 PALM COTTAGE  
 SCALE 1" = 6' FEB. 1, 1980

Diagram #4

NOV 8 1980