



Beach Shop

A TEES PLEASE COMPANY



(772) 245-8940

9128 B SE Bridge Road Hobe Sound, FL

www.hobesoundbeachshop.com

Volume 1 • Number 5 • October 2020

Hobe Sound Beach Shop's Turtle Times

Our History is a Treasure: Chapter Two By Jan Otten

Was it murder or was it suicide? The answer to that question will probably never be known for certain.

In the colorful history of Hobe Sound is a mystery dating back to 1968 that remains unsolved to this day. But the story begins long before that historical date. Life began for Vincent Nostokovich (aka Vincent Natulkiewicz) in about 1908 in Trenton, New Jersey. In later years he would be known as Vince "Trapper" Nelson.

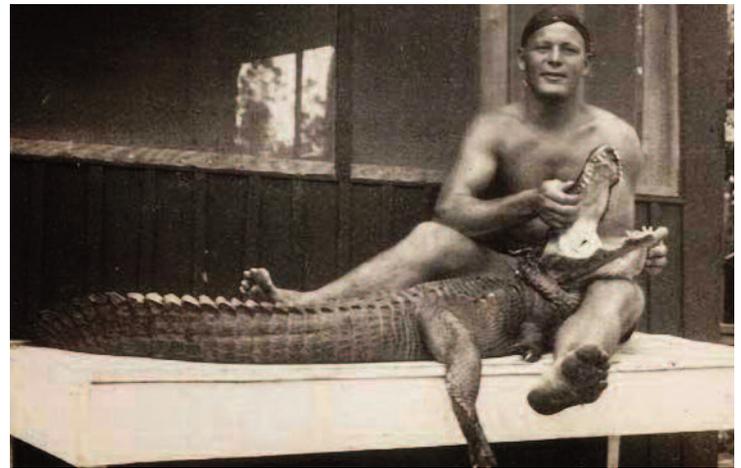
Vince was an imposing figure standing at 6ft, 4in tall and weighing in the neighborhood of 240 pounds. He was reported to be a very handsome man, often pursued by the ladies. His story takes many twists and turns to reach the point where his life suddenly ended on July 30, 1968 at what is known today as the Trapper Nelson Zoo Historic District in Jonathan Dickinson State Park, Hobe Sound, Florida.

As a youth, after the death of his mother and subsequent remarriage of his father, he left home in New Jersey traveling west by hopping freight trains. He lived in Colorado, Mexico and Texas, even being jailed in Mexico on suspicion of gunrunning, before finally settling in South Florida and eventually establishing a homestead-turned-zoo on the shore of Florida's Loxahatchee River. He liked to joke that he was released from the Mexican prison because he "wrecked their food budget."

With only 10 cents in his pocket he headed back east and made money for food by gambling with other "road bums" until he made it to South Florida in the late 1920s where he met up with his stepbrother Charles Nelson and friend John Dykas and set up a camp on the beach by the Jupiter Inlet in Palm Beach County.

Jupiter pioneers, Bessie and John DuBois, who owned a restaurant, reported that he had "eccentric eating habits." Bessie stated that, "he would order a pie—not a piece of pie, mind you, but a pie—and he'd eat the whole thing right in front of me." Apparently, he ate ice cream by the half-gallon, and it was rumored that he once ate 18 eggs for breakfast.

Things did not stay peaceful on the beach in Jupiter when in December 1931, Charles Nelson shot partner John Dykas in the back, killing him. Angered by his stepbrother's actions, Trapper



Wildman of the Loxahatchee

Photo Credit Dreaming in the Deep South

Nelson testified against him at the trial for Dykas' murder and Charles was sentenced to 20 years at Raiford Prison. Vince became disillusioned with civilization and he withdrew from the beach, settling deep in the woods on the Loxahatchee River. Using what little money he had, and some borrowed from his sister, he bought 800 acres.

He initially survived by selling the furs of the animals he trapped and ate the meat. This habit started rumors that he ate everything from opossums to stray house cats. Nelson continued to acquire extensive land holdings by bidding on tax auctions during the Great Depression. His income from trapping was seasonal, and as South Florida became a popular tourist destination, he came up with a new way to earn a living. He developed a zoo on his property in the 1930s that he called "Trapper Nelson's Zoo and Jungle Gardens." He even cared for exotic pets of the locals. He would trap troublesome wild animals and provide others for parties and events.

His camp and zoo became a popular attraction. Tours along the river from West Palm Beach would stop there for lunch and Trapper Nelson would share the profits with the boat captains. Locally prominent people and celebrities alike visited, including boxing champion Gene Tunney and actor Gary Cooper. They delighted in seeing his animals and watching Nelson wrestle alligators. And, of course, they'd buy souvenirs. It was told that he courted heiresses and countesses from wealthy Palm Beach.

continued on page 6 **1**

Meet the Hobe Sound Beach Shop Staff



BARBARA KLEINE MCLAUGHLIN Owner/CFO has entered this proposition with great hesitation but wonderous grand visions. With very little retail experience it has been especially challenging learning how to obtain and balance inventory, making sure we provide what our community needs and desires, and keeping the ship out of troubled waters. And then came COVID 19! Which has presented an onslaught of new problems and considerations. A subject matter expert in the field of patient communications Barb became very stretched working two full time careers but worked at staffing and delegating to help the new business prosper in tricky times.

In daily cooperation the brother/sister team has been able to not only survive, but to actually thrive, despite hiccups and missteps along the way.

Always surprised at the effort it takes to run this small retail store caused us to look for more assistance and we were delighted when our sister Janet Kleine Otten was able to join us!

Barb is married to Barry McLaughlin. She has 2 daughters and 2 grandchildren.



GEORGE KLEINE Owner/Partner is a self-taught businessman who is responsible, along with his sister Barb, for spawning Tees Please Inc—the umbrella corporation for both Tees Please and the **Hobe Sound Beach Shop**. Intrigued by the idea of custom apparel sales in Hobe Sound he embarked on a great adventure of starting and building our retail business.

George served in the U.S. Navy and held management positions in the food service industry. In his early career he worked in car sales and furniture sales. He comes to the **Hobe Sound Beach Shop** with the right credentials to help achieve success for the business.

JANET KLEINE OTTEN General Manager/Turtle Times Managing Editor

was the missing piece to move us along to the next stage of development. As a long-term veteran of the Hobe Sound Chamber of Commerce, Jan's connections work well with assisting our mission for the community, as well as our new publication **Turtle Times** which is a new community newsletter about our shop as well as local concerns and environmental issues. Jan is the editor in chief and has already procured valuable advertising, providing a new potential source of income.

Jan has been married to her husband Richard, a Keyes Realtor, for 56 years. She has 4 children and 7 grandchildren. An alumna of Katharine Gibbs Secretarial School in Manhattan she has worked in Administrative Assistant positions for most of her working career.



PRIYA BHATTAR Priya Bhattar comes to the **Hobe Sound Beach Shop** with a firm grasp on the use of technology to establish our online ordering program for our customers and friends. She has quickly learned the art of designing & printing the custom items sold in the shop and online. Along with her husband, Sri Doriaswamey, Priya is co-owner of Aksun Hearing Clinic in North Palm Beach. When she is not at the **Hobe Sound Beach Shop**, she is at the Clinic helping their clients with the appropriate equipment for their hearing challenges. Her bubbly, warm personality and her wide variety of skills has made her indispensable to our beautiful shop.

Priya is the mother of a teenage girl, Nundhini, who also helps at the Beach Shop when she is not doing schoolwork. Vittala is her 4-year-old son who has won the hearts of all the staff as well as any customers who stop into the shop when he is here visiting. You may recognize them both as they sometimes model our apparel for our online photo gallery as well as our social media postings.



LINDA PERKINS Professional Merchandiser

joined our team in 2019 and has been instrumental in helping us procure the right products, display the right products, and design our showroom floor for appeal, efficiency and maneuverability to enhance a shopper's experience. And besides all this, she is an excellent salesperson and maintains our shopping cart and POS program. She's been very valuable and appreciated, not to mention a good friend.

Linda came to Hobe Sound from Marathon in the Keys. Her experience includes 15 years with a market research company which led to her background in merchandising for numerous large retailers.



ANALISE ALLEN is a new Florida resident, moving here from Tennessee. Analise was born in Beaufort, South Carolina and has been privileged to travel all over the world. She just started her Freshman year at Indian River State College and plans to get an AA in Criminal Justice with a goal to become a Lawyer so she can incorporate her morals and values to positively influence the justice system. As she settles into our beautiful community, her travels and experience help her appreciate life in Hobe Sound.

Analise helps the Beach Shop as a salesperson, while also learning how to design and print custom apparel orders. She also works with Priya on the online order program- build because she is also adept at technology, often adding posts to our social media presence. Analise is also critical in getting this newsletter distributed around town quickly and affordably, as well as enabling us to be open on Sundays. She's a delightful addition to our team.



Start “Shaking” Your Hobe Sound Beach Shop Booty?*

Beginning October 1st the **Hobe Sound Beach Shop** is giving all of its loyal customers the opportunity to earn some real treasure!!

- For every \$10 you spend receive an awesome “BOOTY” coin
- When you’ve collected 25 coins, turn them in for a special collectible gift
- Choose a set of 4 collectible mugs or 6 shot glasses with designs only for “BOOTY” collections
- Spend \$100 or more in one shopping trip and receive a unique handcrafted Treasure Chest in which to stockpile your “BOOTY” coins
- Turn in your 25 “BOOTY” coins and keep the Treasure Chest to begin collecting again

* This offer applies to walk-in retail customers only. It does not apply to large quantity custom orders.



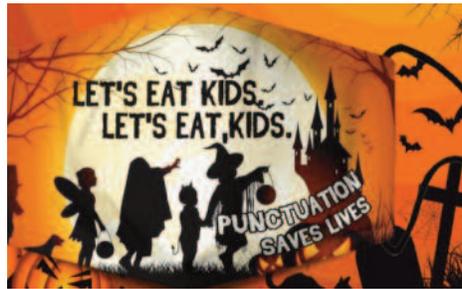
Advertising Opportunity

The **Hobe Sound Beach Shop** is growing! Its customer base is broad and the **Turtle Times** is being widely distributed to visitors, residents and shoppers in the local area.

Rates are extremely reasonable. Your ad will appear in full color. For more details contact **Jan Otten, Managing Editor**, 772-245-8940 or jan@hobesoundbeachshop.com.

The Hobe Sound Beach Shop is featuring beautiful Halloween themed masks

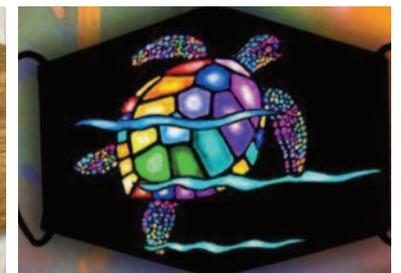
We have matching adult and children’s masks with these gorgeous images.



The masks are washable and include replaceable filters for long life and excellent protection.



Please stop by and see these in person along with our many other unique Hobe Sound items.



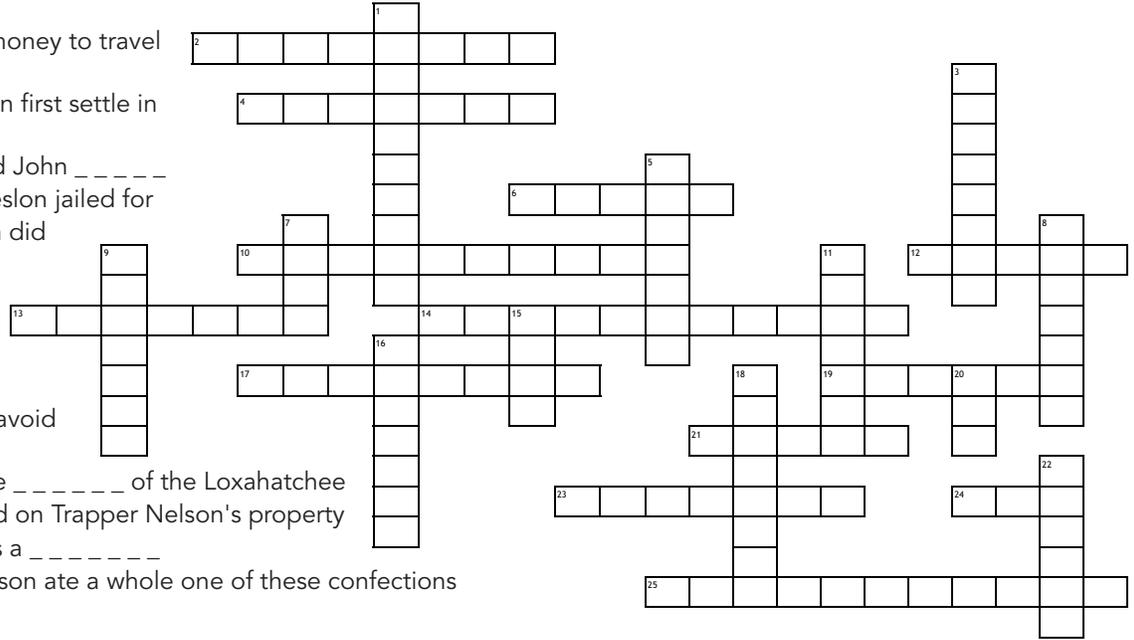
Looking for something different? We can also print your custom artwork on masks (while you wait) in our store!

Chapter Two

Hint: "All Answers Can be Found in the Chapter Two Article."

Across

2. How did Trapper Nelson earn money to travel east to Florida
4. In what town did Trapper Nelson first settle in Florida
6. Charles Nelson murdered friend John _____
10. What suspicious activity was Neslon jailed for
12. By what mode of transportation did Trapper Nelson travel west
13. The "treasure" was found in what location
14. What was the relationship of Charles to Trapper Nelson
17. How did Trapper Nelson try to avoid the draft during WW II
19. Nelson was locally known as the _____ of the Loxahatchee
21. What kind of treasure was found on Trapper Nelson's property
23. Trapper Nelson's death remains a _____
24. Bessie DuBois said Trapper Nelson ate a whole one of these confections
25. Surname Nelson was born with



Down

1. Trapper Nelson was known to wrestle with what animal
3. Enemies of Nelson included these locals
5. Employees of the State Park who lead tours to the Trapper Nelson compound
7. In what month was Trapper Nelson found dead
8. Trapper Nelson's First Name
9. One type of building found in the compound
11. In what town in New Jersey was Nelson born
15. It is said Trapper Nelson ate 18 of these in one sitting
16. Trapper Nelson shared this with the boat captains
18. Bessie & John DuBois are known to be these in Jupiter
20. What did Nelson turn his homestead into
22. In what country was Trapper Nelson imprisoned



Starfish Award

The **Hobe Sound Beach Shop** wanted to recognize our frontline workers who, during the pandemic, kept our community moving forward, protected us, worked for us, and were themselves exposed to the dreadful Coronavirus on a daily basis. Barb McLaughlin and her staff created a tee shirt dedicated to those workers and then distributed them to Hobe Sounders who exemplified their best efforts during this difficult time. These gifts of thanks were given to local pharmacists, doctors' office workers, Cleveland Clinic healthcare personnel, firefighters/paramedics, sheriff deputies, UPS delivery drivers,

grocery store and restaurant workers and more. The Shop accepted nominations from the community and followed up with presenting the gift packets to those deserving residents of Hobe Sound.

Barb was herself nominated for an award due to her efforts in thanking our frontline workers. The industry magazine, Seaside Retailer, offers a "Starfish Award" to recognize companies in the seaside retail industry who are making a difference through charitable donations and special efforts.

Kristin Ely, Associate Publisher & Executive Editor of Seaside Retailer, reports that the award is named for the Parable of the Starfish where a young child teaches a man the importance of making a difference to just one starfish. The magazine states that, "the Starfish Award is an opportunity to share with the beach, coastal and nautical retail community the efforts being made by the industry as a way to inspire and encourage others."



Barb McLaughlin
Hobe Sound Beach Shop Owner/CFO

We are very excited to announce that Barb McLaughlin was selected to receive the Starfish Award and is featured in the fall issue of Seaside Retailer.

McLaughlin stated, "I am humbled by this award. I just wanted to find a way to honor my friends, neighbors and local community members who risked everything to help keep us safe and keep our local businesses running." In addition, Barb

remarked, "I thought a lot about what we could do to say "thank you," and realized that since the **Hobe Sound Beach Shop** is known for making custom tee shirts, why not offer what we do best to those who keep doing what they do best, even during such trying times. So we created a unique shirt, made up a little gift package and gave them to deserving people in Hobe Sound."



And that's a Wrap!

As we head into the autumn months, we can pretty much call it a season for the turtles this year. With the recent high tides and waves, much of the remaining nests are either well-tucked out-of-sight in the dunes, or have been washed away. I frequently get asked about the exposed eggs and eggshells that visitors to the beach see after these events, and I remind them that though at times it may look tragic, it is a mixture of important ecological processes all working together to prepare the beach for next season.



Sea turtle nests are often in excess of 2 feet deep, and seasonal erosion helps remove the leftover organic debris from the beach in preparation for the following season.

Photo: L. Wood

Sea turtles grow and live in the ocean, and therefore, obviously, derive their nutrition from ocean ecosystems. No matter what species, they all eat something that lives in the sea. It is those plants and animals they consume that provide the nutrients required for the female turtles to grow up and produce all those

offspring, which they deliver to the coastal ecosystem every year in millions of neatly-wrapped little packages of calories called eggs. These free deliveries are a real boon to the system, and countless organisms share in the bounty.

When the seas pick up each fall and winter, the beaches go through their typical shifts and changes as the sand rearranges itself along the coastline. Since the turtles' eggs are buried, as nests become gradually exposed all the remaining eggshells and unhatched eggs become unearthed. It is important for these remains to be removed at the end of the season because they harbor debris, bacteria, and fungi that would be very disruptive to next summer's nesting females and their offspring. Sea turtles, nor anything else, live in a vacuum, and are key players in the complex game of life in our fascinating coastal environment!

Submitted by **Larry Wood, Ph.D.**

Research Coordinator
National Save The Sea Turtle
Foundation
www.savetheseaturtle.org





Fall HEARING EVENT



AKSUN
Hearing Clinic
Where Hearing is Understood

11985 U.S. Hwy 1 N, #105
North Palm Beach, FL 33408
561-341-0229

Many people have had trouble at home understanding loved ones, conducting business, and discussing healthcare matters during these challenging times. While we encourage social distancing, it does not mean we have to practice social isolation. Be it undiagnosed hearing loss or old hearing devices that no longer can meet your needs, Aksun Hearing Clinic is open and ready to begin the journey toward better hearing healthcare with you.

We maintain the health of our patients and staff as our #1 priority and are taking steps to continue to do so by doing the following:

- Curbside appointments for general hearing aid check ups, cleanings, and repairs.
- Limiting the number of patients in the waiting area and having dedicated time frames to make sure patients do not overlap.
- Use of Telehealth meetings and adjustments as applicable.
- Screening patients and staff prior to entering the office.
- Maintaining extreme hygiene and infection control in all environments.

Call us today at **561-341-0229** to schedule your appointment. We are open and ready to handle any and all of your hearing needs.

Sincerely,

Srikanth Doraiswamy

Srikanth Doraiswamy
Owner, Hearing Instrument Specialist



Purchase any new set of digital hearing aids today and receive a Free Accessory Valued at \$500.*

Mention this ad and receive a free pack of batteries.

Good through November 15th

Chapter Two ANSWERS

Across

2. How did Trapper Nelson earn money to travel east to Florida – **Gambling**
4. In what town did Trapper Nelson first settle in Florida – **Jupiter**
6. Charles Nelson murdered friend John _____ – **Dykas**
10. What suspicious activity was Nelson jailed for – **Gunrunning**
12. By what mode of transportation did Trapper Nelson travel west – **Train**
13. The "treasure" was found in what location – **Chimney**
14. What was the relationship of Charles to Trapper Nelson – **Stepbrother**
17. How did Trapper Nelson try to avoid the draft during WW II – **Marriage**
19. Nelson was locally known as the _____ of the Loxahatchee – **Tarzan**
21. What kind of treasure was found on Trapper Nelson's property – **Coins**
23. Trapper Nelson's death remains a _____ – **Mystery**
24. Bessie DuBois said Trapper Nelson ate a whole one of these confections – **Pie**
25. Surname Nelson was born with – **Nostokovich**

Down

1. Trapper Nelson was known to wrestle with what animal – **Alligators**
3. Enemies of Nelson included these locals – **Trappers**
5. Employees of the State Park who lead tours to the Trapper Nelson compound – **Rangers**
7. In what month was Trapper Nelson found dead – **July**
8. Trapper Nelson's First Name – **Vincent**
9. One type of building found in the compound – **Chickee**
11. In what town in New Jersey was Nelson born – **Trenton**
15. It is said Trapper Nelson ate 18 of these in one sitting – **Eggs**
16. Trapper Nelson shared this with the boat captains – **Profits**
18. Bessie & John DuBois are known to be these in Jupiter – **Pioneers**
20. What did Nelson turn his homestead into – **Zoo**
22. In what country was Trapper Nelson imprisoned – **Mexico**

Real Estate Corner Fallout from COVID-19

Stay Home! Don't come to work! You can work from home! Words we all heard the first six months of this year. When possible, this seemed like a novel and trying way to work, however through learning video conferencing like Zoom and other programs, our work was brought into the comfort of the home and many companies found we could still be productive! Although not the same as interaction around the water cooler, we are slowly learning a way to adapt to new technology, even grandma gets on Skype and Zoom now! No need to commute to the city; we can save on gas, save on train fares; no need to run for the bus! Many are finding this to be an even more satisfying and productive way of life and I believe it will continue into the future long after COVID-19 is gone!

In Real Estate, people are leaving the cities in droves and home listings there are skyrocketing. As more work is done remotely many workers are making an early move to their retirement

locale (i.e., Florida) while still working from their home. To quote Lawrence Yun, Chief Economist of the National Association of Realtors, "We may see a boost in people buying retirement homes before their retirement, and demand is rising in vacation resort areas."

With the 30-year fixed mortgage rate averaging 3.01% on Sept 21, according to Bankrate, Hobe Sound will be a destination for many from the Northeast who can still work but enjoy an Income Tax-Free State, as well as a Warm and Sunny Environment! Growth of our unique town is inevitable!

Just saying.

Rich Otten, PSA, C2EX

The Keyes Company
5693 SE Crooked Oak
Avenue
Hobe Sound, FL 33455
561-385-3715
richardotten@keyes.com



Save the Date

The **Hobe Sound Beach Shop** is planning a special **MEN'S NIGHT EVENT**. This will be an exclusive event for husbands, dads, granddads, brothers, uncles, nephews, sons and boyfriends, to join us for a night of shopping. Much has been planned for this fun evening. Mark your calendar now so you don't miss out on this great opportunity.

THURSDAY NIGHT, DECEMBER 17, 2020 from 5:00 pm to 9:00 pm.

Refreshments will be served; gift wrapping will be available and more. Look for details in the next **Turtle Times** and on **Hobe Sound Beach Shop** social media.

Our History is a Treasure: Chapter Two continued from page 1.

With fame and notoriety, he became known locally as the "Tarzan of the Loxahatchee" or "Wildman of the Loxahatchee."

In 1940, in an attempt to avoid the draft for World War II he finally married. However, that plan failed, and he was drafted anyway. He joined the Military Police in Texas, but while training, he tore a muscle in his leg and was transferred to Camp Murphy, which was very close to his land. While he was away his wife was unfaithful and so he divorced her.

With property values skyrocketing he added more and more land to his sprawling camp. But sadly, a health inspector declared his zoo unhygienic and demanded he install lavatories. He did, but the Health Department considered them "unsatisfactory," and in 1960 he was forced to close his zoo. With no income, he was unable to keep up with the taxes on the land and he ended up borrowing \$100,000 to pay them.

With his deep-seated mistrust of the government, and the closing of his zoo his paranoia was confirmed, and he became more reclusive. He began to dam the river leading to his camp to keep boats away, and installed fences and padlocks to discourage land travelers. He even added signs that read "Danger: Land Mines."

Soon after, Nelson began to develop severe stomach pains but refused to see a doctor. As his health deteriorated and afraid they would starve if he became too ill to care for them, he let all of his zoo animals go. According to his nephew, Nelson became a very lonely man, and a rather sick one.

On July 30, 1968 Vince "Trapper" Nelson failed to appear for a planned meeting at the home of John DuBois who became worried and drove to Nelson's camp. Everything appeared to be in order until he reached Nelson's chickee. There he found Nelson dead from a shotgun blast to his stomach. It was ruled a suicide by the Coroner's Office, and the Martin County Sheriff's

Office deemed it a "pretty clear-cut case." Many Florida locals had their doubts especially wondering why he didn't do a head shot instead of a chest shot? One theory for "how" was that he stuck the shotgun in the ground, leaned over and pulled the trigger, but that would have taken considerable effort and flexibility on his part.

Undeniably Nelson had enemies. Among them were trappers who envied his skill and viewed him as an outsider because "he came from New Jersey," and certainly his stepbrother had reason to be angry with him. A neighbor had taken him to see a doctor where he was prescribed painkillers. Normally it would be impossible to sneak up on him, but with the medication he was not as alert.

The suicide theory was plausible because he was in such pain at that time and he had once told his sister he would "rather die than be an invalid." The family even speculated that "he would not aim at his head so as to spare his considerably handsome face."

Some speculated he had treasure hidden there and the camp was often vandalized after his death. Then in 1984 park rangers discovered that treasure hidden in his chimney. It was 5,005 coins, totaling \$1,829.46. The coins ranged in date from the 1890s to the 1960s.

The Legacy of Vince "Trapper" Nelson lives on. A few months after his death the state traded land for Nelson's estate, which became part of Jonathan Dickinson State Park. Today tourists can visit the camp under the guidance of the state park rangers. There you can see his cabin, a guest cabin, a chickee shelter, docks, a boathouse and assorted cages from his zoo. There are also fruit trees that he planted, including Surinam cherry, java plum and wild almond.

So.....Was it Murder or Was it Suicide?



Hobe Sound Beach Shop

A TEES PLEASE COMPANY 

9128 SE Bridge Road Hobe Sound, FL 33455



Meet the Hobe Sound Beach Shop Staff on Page 2



Check out the Halloween masks on page 3



Coming Soon!



The Seaside Siblings

Barbara Kleine McLaughlin
OWNER/CFO

George M. Kleine
OWNER/PRESIDENT/CHIEF DESIGNER

Janet Kleine Otten
MANAGING EDITOR/GENERAL MANAGER

The Seaside Sales Staff

Analise Allen
SALES

Linda Perkins
MERCHANDISING

Priya Bhattar
SALES AND PRODUCTION

The Seaside Everything Guy

Barry McLaughlin

The Seaside Contributing Writers

Janet Kleine Otten

George Kleine

Rich Otten, PSA, C2EX

Larry Wood, Ph.D.

Libby Reinert

STORE HOURS

Monday – Saturday
10:00am-6:00pm

Sunday 12:00pm-4:00pm



At The Hobe Sound Beach Shop

**100 Custom Printed Tee Shirts*
Now Through December 1st.**

Call George 772-245-8940

Includes 100% cotton tees, small-extra large, white or natural
YOUR one color logo, full size, front or back
Printed and Delivered 15 Day Turn Around

**\$10.89
each**



Hobe Sound Beach Shop parking available in the rear during construction