



Thomas Jefferson Raser III

June 22, 1931 - August 7, 2016

Thomas J. Raser III, 85, passed away at home on August 7, 2016 after battling an unrelenting cancer for nine months. He was born in Philadelphia, PA on June 22, 1931, went to Frankfurt High School, and then Bryn Mawr College before serving as a Tank commander in the U.S. Army. After leaving the army, he was married to Edith Peters, graduated from the University of Pennsylvania and began his career in marketing, advertising and public relations with General Electric. He spent many years with N.W. Ayer, one of the country's largest advertising agencies, as a vice president, managing some of the firm's largest accounts. He retired from American Cyanamid Co. in 1991 as Director of Marketing Communications: Agricultural Division. Tom was predeceased by Edith and married Florence Mooney in 1977.

The Rasers began coming to Naples in 1991 and owned a condo on Vanderbilt Beach where Tom served on the Board of Directors as vice president and president. They became permanent residents of the Vistas at Bonita Bay in June 1998 after living in Princeton N.J. since 1962. He joined many organizations: the English Speaking Union, where he served as vice president and program chairman for four years, the University of Pennsylvania SW Florida Alumni Association, where he served as president for a number of years, the Speakers Assembly of SW Florida, the Collier Athletic Club, The Sigma Chi Alumni Club, the Bonita Springs Men's Club, the Bonita Bay Club and the Bonita Bay Fishing Club where he served as program chairman. He was also a member of the Nassau Club of Princeton.

Tom is survived by his loving wife Florence, his son Jeffrey and wife Mary, as well his step-children Reynold, Diane, Robert, Susan and fifteen grandchildren. He loved his boat, fishing, reading historical novels and keeping up with his extended family. He will be dearly missed and will have a life remembered.

A memorial and celebration of life service will be held in Princeton, N.J. at a later date. Memorial contributions may be sent to Hope Hospice, 27200 Imperial Parkway, Bonita Springs, FL 34135.

Arrangements are being handled by Shikany's Bonita Funeral Home.