

# Naples Breaking All Growth Marks

In real estate sales, building, population increase, bank deposits, and postal receipts Naples is continuing the record breaking advance on all fronts that has marked it as the fastest growing city in Florida on a comparative basis.

Property sales for the year are expected to exceed 20 million dollars as turnover hit a new high by September of \$17,066,659—transfers for the first 20 days of September alone totalling \$2,587,600, at a season usually considered slack. Building permits totalled more than \$6,000,000, a million increase.

Population, which tripled between 1952 and 1956, reaching a total between 5,000 and 6,000, continued its upward spiral to a peak estimated on reliable indices at 7,500 permanent residents. The Chamber of Commerce figures that the population is doubled by winter visitors in peak months of the season.

Bank resources showed increases during the year ranging from 28 to 47 per cent. The First National Bank at last report climbed from \$2,806,586 to \$4,017,499; the Bank of Naples showed a gain from \$6,193,283 to \$6,948,704. The Naples Federal Savings & Loan reported \$2,623,019 compared to \$2,256,585.

## Postal Receipts Gain

Postal receipts were running 51 per cent ahead of last year during the month of August, a period considered slack, the total hit \$7,755 compared to \$5,110 at the same time a year ago. Receipts for the year totaled \$62,208 compared to a \$57,848 total for the same period last year, and almost double the \$32,139 in the first nine months of 1953.

School enrollment in Naples, one of the bases used in figuring increases in permanent population, was 12 per cent higher at the opening of the term in September as compared with opening week a year ago. Totals were 1,512 this year, 1,344 a year ago. Naples has 61 per cent of Collier County's enrollment.

This Southwest Florida city built on the wide and sandy shore of the open Gulf of Mexico, rich in natural scenic beauty and further enhanced by plantings of tropical trees, shrubs and flowers, located on a high and well-drained plateau, is attracting investors from everywhere by its growth and development.

## Rigid Zoning

Perhaps its greatest asset is that this growth has been regulated by strict zoning laws and careful screening by private own-

ers of would-be property buyers before sales are approved.

The result is a city of high quality homes and business structures and residents who make for a community of good citizens as well as people of means.

With other attractions that include its sunny climate, wide beach and good swimming, excellent fishing and boating, new homesites are being bought and new homes started almost daily in Naples. A score of subdivision developments are under way, including those where homes are cottage types for retired couples and others designed for wealthy winter visitors desiring spacious domiciles.

Outside the city's corporate limits but within an area that will some day be known as Greater Naples, a boom in buying small and large acreage tracts is the most significant development of the year now ending.

Prices have doubled and tripled for this acreage in the past three years, but it can still be bought for as little as \$100 an acre in plots as small as 20 acres.

## Suburban Growth

Otherwise, although new construction is fairly general throughout the city, the major trends of growth are to the east and north of Naples along the Tamiami Trail, which corners on the business section of the town in its path along the lower Gulf Coast.

East Naples is almost a community unto itself, a community across Gordon River from the city proper—a working man's community of homes.

Here also is located the city's airport, built by the U. S. Army as a World War II air training base and inherited at the end of hostilities and ranked as one of the best of its type in the nation.

At the airport is located much of Naples' small industry in masonry buildings left by the Army Air Force—paint shops, repair plants, etc.

Also nearly a separate community is North Naples. An advancing line of motels, cottage courts, shops and places of business of all kind are being built along the Tamiami Trail for 10 miles north of the business section, with homes being built in new development areas back from the highway.

Sound-on-film movies were perfected at the University of Illinois and first demonstrated there in 1921.