From the collections of the Boca Raton Historical Society & Museum
The Inlet
at Boca Raton through which yacht and pleasure craft may come in from sea. It is to be dredged and bulkheaded to maintain uniform depth of channel into Lake Boca Raton.

YOU will find that every representation—every promise—made over the signature of the Mizner Development Corporation, is made to be fulfilled.

Exaggeration is unessential. The future of Boca Raton is far too opulent to require coloring.

Men, prominent in affairs of state and nation, industry and art, are financially and socially associated with the Mizner Development Corporation in the eventuation of Boca Raton into what it is believed will be the foremost resort city on the North American continent.

Men whose interests are as vast as the continent, whose names are linked with great modern achievement

The Outlet
of Lake Boca Raton—one of the few Rivers in America which flow Northward. Water hyacinths frequently spread a colorful blanket of beauty from shore to shore.

are vitally dovetailed with the development of Boca Raton, and so control the finances of the corporation that every dollar expended secures the maximum of buying power.

A finance committee, chosen because of the executive success of its members, guards the funds of the concern with governmental zealousness.

Your further confidence will be won when you understand the conception and construction of Boca Raton.

Addison Mizner did more than any other one man to make Palm Beach beautiful. As he contemplated the beautiful estates, clubs and hotels which he had created, an inspiration came to him to build something more
The Inlet

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Tropical

venture bends the course of the "Dixie Highway" for many miles. "The Dixie" runs directly through Boca Raton and is the main highway between the North and Southern Florida.

wonderful—a resort that should be as splendid in its entirety as Palm Beach is in spots.

In this new community no handicap of location should temper conception. No financial limitation should dwarf magnitude. No unsympathetic meddling should disturb unity. The culminating achievement—Boca Raton—should eventuate as an architectural entity—supreme in conception—enduring in construction—lasting in magnificent utility.

The men and women of culture, wealth and understanding—leaders in the arts, society and finance on Two Continents who have made possible the realization of

Charming

waterways weave their courses into a labyrinth of loneliness and furnish easy access to the sea for yachts and pleasure craft. Many of these waterways are to be spanned by Venetian arch bridges.

Addison Mizner's Dream—have made his will supreme in the building of Boca Raton.

From a modest home to the most magnificent hotel, no building of any nature can take form, color or substance without the approval of Addison Mizner, and every building of public or semi-public character shall issue from his own hand. Thus Boca Raton shall perpetuate its architectural unity.

It is self-evident that the bringing into being of so fine a conception as Boca Raton, can be entrusted only to builders with vision and ideals—to builders with an adequate appreciation of the responsibility which rests upon them.
The Beach

at Boca Raton stretches for more than two miles along the sea. Here, bathing is at its best. Florida's famous game fish await the lure of the angler who casts from the beach or trolls along shore.

Most certainly, a glance at the list of Contractors who are helping to develop Boca Raton will indicate to you that efficiency and faithfulness are assured to the construction work.

These contractors are nationally known for their splendid achievements.

CONTRACTORS
Homer Vivian and C. A. Steed, West Palm Beach, Clearing of Property.
William S. Flynn, Ardmore, Pennsylvania, two golf courses.
Donald Ross, one golf course.

Beautiful

drives will border Lake Boca Raton, one of the most beautiful bodies of inland water in all Florida. On an island in this Lake Addison Minzer plans to build his home.

Mark Reardon, Memphis, and Cement Gun Company, Allentown, Pennsylvania, Sanitation.
C. A. Steed, West Palm Beach, Water Distribution.
American Light and Power Company, Electric Light and Power.
Southern Bell Telephone & Telegraph Company, local and long distance connections.
Dwight P. Robinson & Company, Venetian Arch Bridge on Camino Real.
Henry Vought & Company, Palm Beach and New York, Administration Building.

Why is Boca Raton?

Boca Raton is because the world of international society that sets fashions and sanctions custom, felt the need for a new exclusive social capital in America.
Dixie Highway

runs directly through Boca Raton. Here it is being made wider and more beautiful. Traffic will be generously provided for in public and private roadways throughout Boca Raton.

This unique centre should rise new and complete—unmarred by ugly heritages from past generations. It should be a wateringplace for fashionable society—of beautiful homes with every facility for social activities—a resort in which every provision shall be made for sport and recreation.

To satisfy the exacting demands of the world of large affairs, smart society and leisured ease, this new World Social Capital must find its location under southern skies in a more kindly clime than has ever before blessed such a resort.

And so, the sponsors agreed with Addison Mizner that the most ideal location for such a resort, is well to

El Camino Real

One of the crowning glories of Boca Raton—a stately boulevard of Length, Breadth and Beauty supreme. Rio de Janeiro’s famous “Botafogo”—as below, is the inspiration for Highway of the Kings.

the South—on Florida’s famed East Coast. And the ideal location on that coast is BOCA RATON.

Where is Boca Raton?

BOCA RATON is just twenty-seven miles south of Palm Beach and forty-three miles north of Miami. Here, Government records show that the sun has shone three hundred and fifty-eight days in the year.

The Gulf Stream—which contributes so much to keep the climate of southern Florida equable, comes closer to
Construction

of one of the new roadways through Boca Raton. Such drives will be shaded by arcades of palms and bordered with plants and flowers. Paving stone is obtained from our own quarries.

the shore at Boca Raton, and here azure sky, sapphire sea and golden beach meet in an ideal union of tranquil delight.

The site of Boca Raton is the loveliest stretch of rolling terrain that you will see anywhere along the Florida East Coast. The land slopes this way and that in a series of charming undulations—Nature’s own contribution to this magnificent achievement.

It is the one spot in all America upon which this particular type of resort could find ideality of location.

Administration

Building is almost completed and will shortly house the executive offices. The dignified simplicity of this building indicates the character of the men and methods which are building Boca Raton.

What is Now Proposed for Immediate Development at Boca Raton

Magnificent new Ritz-Carlton Hotel.
The Cottages—a medieval hostelry furnished in modern luxury.
Radio Broadcasting Station.
Two 18-hole golf courses planned by William S. Flynn of Ardmore, Pa.
One 18-hole golf course by Donald Ross.

El Camino Real, 160 to 220 feet wide—a wonderful boulevard traversing the entire property.
Polo Fields—Tennis Courts—Private Beaches.
Restricted Residences.
Esplanades—palm shaded avenues.
No street less than 60 feet wide.
—and more to be announced.
Sunset Glory

risualizing the glory of the sunsets over Luzon’s Corregidor, Lake Boca Raton at the close of day silhouettes the palm trees against a screen of softening colors in prelude to a wondrous night of twinkling stars and tropical moon.

What is Boca Raton?

Boca Raton is, in the making, an exclusive resort which is destined to become the social centre—the sportsland—the homeland of the South.

Boca Raton stretches for more than two miles along the beach—directly upon the Atlantic Ocean. The entire property comprises eighteen thousand acres.

An army of workers—engineers, architects, contractors and laborers, with an immense assembly of machinery, are now at work in an effort to produce, within a very few years, a wholly new community—surpassing all others in America for ideality in location, climate, and that peculiar beauty which charms.

Marine Beauty

Harbor is being provided in Lake Boca Raton for Sea-Going Yachts and the famous Houseboats which are so much a part of the life of Florida. The Houseboat “Chelsea” of New York shown here.

Such beauty and comfort are possible only in the sub-tropics and, in Boca Raton, the utmost is being made of this location. All that charms along the Riviera, in Biarritz, Mentone, Nice, Sorrento, the Lido, Egypt and the rest, is taking its place here.

El Camino Real—the highway of the Kings)—a truly royal highway—will wend its stately way through the heart of the property. El Camino Real will challenge Rio de Janeiro’s famous Botafogo for the title of “most beautiful boulevard in the world.” It will be from 160 feet to 220 feet wide.

Without waiting for planting and growth, giant palms are being lifted bodily and transplanted to form a verdant
This Map Shows

in perspective the Platted Area of Boca Raton. Careful study will show how splendidly this new resort has been planned.
Beautiful

roadways cross Boca Raton at frequent intervals to connect the Dixie Highway with the Ocean Boulevard. The total length of these and intersecting roadways will exceed two hundred miles.

arcade over the double drive and Venetian Canal, to be cradled by El Camino Real. This canal is but one of many which shall stretch forth into a labyrinth of loveliness. Some of them will furnish direct communication by water, to and from the sea, so that yachts and pleasure boats may come into Boca Raton.

In addition to its triple arcade of stately palms—flowers, plants and shrubbery will ornament its plazas and border its drives. This, the Royal Highway of America, will be the focal artery for communication to and from all parts of Boca Raton. Every street in Boca Raton is to be paved and no street shall be less than 50 feet wide. Many will be 80 feet wide.

Palm Trees

wave their crested heads above the waterways in Boca Raton to carry aloft the charming loveliness of Florida's finest vistas. They assure tropical beauty to Boca Raton.

A magnificent Ritz-Carlton Hotel—one of the most complete of all the Ritz establishments—is already contracted for. Its opening is anticipated for early in 1927 when many millions will have been required for its construction. Here, as at the other Ritz-Carlton Hotels in Paris, London, Budapest, New York, men and women of affairs from every consequential realm of activity will gather, as to a perfectly natural rendezvous, for Ritz-Carltons all over the world carry upon their registers the names of more famous men and women than any other hotels.

In Boca Raton, Ritz-Carlton Park will become one of the centres of exclusive residencies—an exceptionally beautiful and highly restricted residential park.
Flower and Foliage

The very rare Cycas Palm, several specimens of which are found at Boca Raton. Here, tropical verdure is at its best and provides a wealth of flower and foliage, gorgeous in its tropical coloring.

Other beautiful sections shall dot the development. Magnificent estates are planned for the ocean-front and Lake Boca Raton—a natural lake—invites the special attention of those who appreciate a shore location for a homesite. Artificial lakes, clear and deep, also promise further choice locations.

Supplementing the Ritz-Carlton Hotel, and antedating the completion of the larger hotel by a full twelve-month, will be The Cloister. Built on the shores of Lake Boca Raton, The Cloister will be under the direction of Louis Sherry, the noted New York caterer. Its opening is scheduled for early in 1926. The Cloister will be a beautiful, small hotel of 100 rooms, typically “Mizneresque” in design, decoration and furnishings. A medieval hotel with every modern convenience and comfort, The Cloister will soon creep into the appreciation of aesthetic Americans and foreign guests, as a delightful retreat in the sunny south, well removed from the rigors of climatic extremes and the turmoil of industry and commerce.

Life at Boca Raton

Every residence in Boca Raton shall be a gem of beauty. Nature—in one of her most generous moods—made the setting beautiful.

Addison Mizner is adding to this setting every atom of beauty that human ingenuity can contribute to a land so richly endowed.

Every great municipal improvement, every sanitary tenet will obtain at Boca Raton.

Mere existence will be a joy at Boca Raton and life, here, shall reach a satisfying fulness.

The priceless companionship of congenial neighbors is assured by the very nature of the undertaking.
The silvery sea—lazy lagoons—crystal lakes shimmering with the liquid blue of the aqua marine—almost endless canals winding through a labyrinth of loveliness—unite to make yachting, boating and bathing almost beyond realism in its ideality.

The vast terrain—undulating—sloping gently to the sea—will boast the fairest of fairways carpeted with grasses of velvety smoothness. Hazards, designed by America’s foremost golf course architects, will call out every club in the bag and challenge the skill of recognized golfers. Three golf courses—reasonably restricted as to play—will make BOCA RATON a golfer’s Paradise.

Other fields velvet smooth and table-flat will delight horse and man—and the cheering throngs who thrill with the excitement of Polo at its best.

Tennis Courts the turf of which will never suffer the burning of a merciless sun nor wilt from want of water—will stimulate its devotees to the exhilaration of smashing serves and quick returns.

BOCA RATON’s Flying Field will hum with the motors of planes hopping off for Bimini—Nassau—Havana.

Hundreds of miles of wide and smoothly paved roadways and many miles of wide, smooth boulevards, palm-arcaded and flower-bordered—will intersect this resort beautiful. Motoring will afford a passing panorama of unending delight.

And when the night has fallen upon the flower-scented air, a myriad of twinkling lights shall vie with the shining stars to contribute most to contentment in BOCA RATON. After nightfall, BOCA RATON seems to enter even into the mood of your motor and the course of life would seem better adjusted if such nights would never end.

But nights are long and spirits young at BOCA RATON. Over in The Cloister, the “Mizneresque” taberna of hidalgo Spain, the youth of BOCA RATON will dance and dine in colorful surroundings. In the Ritz, fashion shall reign and society rule. In a hundred homes, spacious hospitality will evidence happy cordiality. The future paints a glowing picture of this favored spot.

Nowhere, between the Atlantic and Pacific, will you find such opportunity for living luxury—nowhere will you find such a resort; for this is the first time in the whole history of the world that a great community has been planned for a single purpose—the first time that any Architectural Genius has made such a fine contribution to his age—the first time that wealth has ever attempted to make such a conception become a reality.

Already, thousands of men and a vast assembly of machines are giving form to BOCA RATON. Within a few years, BOCA RATON will become a splendid resort city. Early in 1926, The Cloister will open its doors to guests and life at BOCA RATON will have begun.

Today, now, is the moment to choose the site for your southern home—your Florida estate—or your Florida investment. BOCA RATON is in the making. Every new building—every new roadway—every new waterway—enhances the value of BOCA RATON property.

BOCA RATON recognizes no competition in its claim upon your consideration. There is no substitute for BOCA RATON—there is no development that is “just as good.”
The Ritz-Carlton

It is too early yet to show an actual photograph of the Boca Raton RITZ-CARLTON but this drawing gives a true picture of this hostelry which seems destined to become the social centre of the South. Plans indicate that it will be one of the most complete of all RITZ establishments. Its chosen site is directly on the ocean front along Ocean Boulevard.

The Cloister

is rapidly nearing completion. Like an architectural gem from the old world, this Spanish taberna to house the ultimate in modern luxury, finds an ideal setting beside Lake Boca Raton.
Imposing

in proportions and beautiful in every line and detail, this passenger station has been designed by Addison Mizner to accommodate the ever increasing flow of traffic into this City Beautiful of the Florida East Coast.

This is the Home

which Addison Mizner has planned for himself. The erection of so massive and stately a structure gives substantial evidence of Addison Mizner's faith in the future of this new resort. The chosen location is an island in Lake Boca Raton and this replica of an old-world castle will make an important contribution to the architectural splendor of Boca Raton.
Many of the homes at Boca Raton will make no claim to pretentiousness but in such houses as these the luxury of comfort, convenience, and Florida's glorious climate, may be enjoyed at less cost than popular conception attaches to the acquisition of a home in Florida.
FOR on November 1, 1925, public confidence in the Mizner enterprise was reflected by the statement of the Mizner Development Corporation that more than $26,000,000 of lots in Boca Raton had been sold. (See Note below.) More than $1,000,000 in resales had been consummated at that date with profit to the original purchaser in every instance, according to the same statement, while from the same source it is learned that $1,000,000 in building permits were issued at Boca Raton during October and November, exclusive of The Cloister and Ritz Hotels.

It is likewise stated on the same authority that 22 per cent. of the total real estate transfers recorded in Palm Beach County in October of this year (1925) consisted of transfers of lots in Boca Raton.

NOTE.—This book published as of November 6, 1925.
Where is Boca Raton?

Boca Raton is a little north of mid-way between Palm Beach and Miami—directly on the Atlantic Ocean.

Here the waters of the Gulf Stream come most closely to shore to temper the climate to all-year perfection.

The Beach stretches for more than two miles along the front of Boca Raton which enjoys one of the highest elevations along the famous East Coast of Florida.

Boca Raton is well to the South where tropical verdure beautifies the landscape.

Mizner Development Corporation
Palm Beach, Florida.