

BOCA RATON RECORD

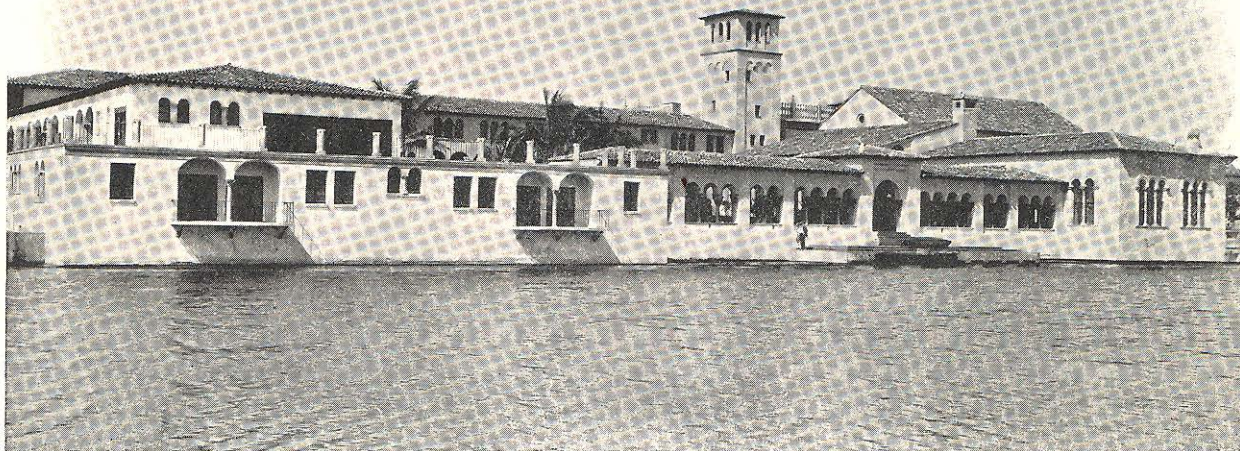
No. 1

BOCA RATON, FLORIDA

January 1, 1927

The Ritz-Carlton Cloister Inn Opens January 15, 1927

Authentic reproduction of
Boca Raton's first newspaper.
Compliments of FIESTA
Magazine and the Bicentennial
Committee of Boca Raton.



RITZ-CARLTON CLOISTER YACHT LANDING ON LAKE BOCA RATON

JANUARY 15th will witness the formal opening of the Ritz-Carlton Cloister Inn for the season of 1926-27. As in the past, the Cloister will be managed by the Carlton Investment Company, managers of the various Ritz-Carlton Hotels. This management assures service and cuisine unexcelled. Activities of Ritz-Carlton in the management of de luxe hotels is almost as far flung as is the British Empire, and where a Ritz-Carlton house is to be found, there you will find the center of the social life of the community.

We are authorized by the Ritz-Carlton management to announce that lot owners in Boca Raton, who desire to make reservations at the Cloister for any period of the season, will be granted a concession of 25% in room rates.

A wealth of helpful publicity was given this most unique hostelry last season. Its quaint furnishings, and romantic setting on Lake Boca Raton, give

it a charm that appeals to all who have visited it. It is anticipated that the Cloister will be very popular this season, and those desiring to make reservations should act promptly. Reservations may be made by addressing the Ritz-Carlton at New York City, or at Boca Raton, Florida.

It is expected that the formal opening this year will be an even more brilliant social function than the picturesque dinned dance there on its completion and opening last February.

Guests of the Cloister have access to both the Cloister Golf Course and the Ritz-Carlton Golf Course. The latter is located about three miles west of the Inn, and lies on typical Florida hammock lands. It has been adjudged by experts to be a championship course. The Cloister Course lies right at the door of the Inn and presents an attractive appearance as well as furnishing splendid sport to those fortunate enough to spend some happy days enjoying Florida's greatest gift to man—Sunshine.

Golf at Boca Raton



CAPTAIN CARTER

WE have with us today, Captain Ernest F. Carter, ranking amateur golfer, who will winter at Boca Raton. Captain Carter is a director of the Central Equities Corporation who have recently taken over the management of the properties of the Mizner Development Corporation.

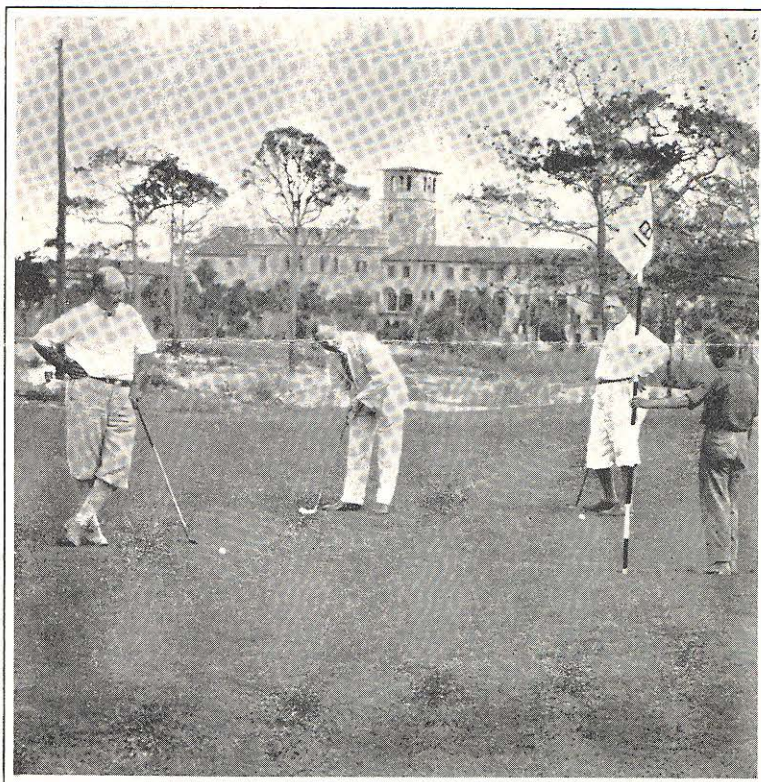
His golf record is noteworthy. In 1919 and 1921 he annexed the Irish Amateur Championship, and in 1922 the Amateur Championship of Wales. A membership in the "Hole in One" Club is his sevenfold, having had no less than seven aces during his golfing career. Recognized as one of the longest hitters in the game, Captain Carter is much fancied to win the Florida Championship during the coming season.

It is all the more remarkable that he should have climbed to the high position he holds today in the golfing world considering his experiences during the World War. Born in Dublin, Ireland, in 1894, he left a university career at Trinity College to join the British forces in 1914, was severely wounded in the battle of Aubers Ridge, May, 1915, and was forced to spend over two years in hospital.

Captain Carter, who arrived in Florida last week, has played over both the Cloister and the Ritz-Carlton courses at Boca Raton and is much impressed with both the layout and the condition of the courses.

Mr. C. E. Karstrom is one of a group of prominent Chicagoans who will spend the winter at Boca Raton. He is president of the Shoals Creek Coal Company, and is also vice-president and director of the Central Equities Corporation. While a prominent figure in financial circles in the middle west, Mr. Karstrom has found time in his leisure moments to play golf and is a member of the Bob-O'-Link Golf Club of Chicago. His fellow members in that club think so highly of him that they elected him president for four successive terms, a signal honor in one of the best known clubs in the country. Mr. Karstrom will take a very active interest in golfing affairs at Boca Raton this winter.

The picture on the right shows Captain Carter, Mr. Karstrom and Mr. McKenzie just finishing a round of golf on the Cloister Course. Mr. McKenzie, a member of the Board of Directors of the Central Equities Corporation, made a hurried trip to Florida to attend an important meeting of the board. He found the courses so attractive that it was not difficult to persuade him to pay an extended visit.



A CRITICAL MOMENT AT THE EIGHTEENTH HOLE OF THE CLOISTER GOLF COURSE

The Editor's Page

A PUBLICATION, be it a newspaper or a house-organ, must have some reason for its existence. There are more than four thousand people interested in a financial way in the success of Boca Raton. There seems to be a real opportunity for service by keeping these folks informed of progress at Boca Raton. Just recently a letter was mailed to all interested parties giving a resume of what had been done up to this time, the amount of money that has been spent on development work and improvement, and other interesting and helpful information.

This sheet will endeavor to start where the letter left off, and to present the actual facts as they happen. No attempt will be made to forecast the future, no promises will be tendered of what is to be done. As its name implies, it will be merely a record of happenings. Rhetoric will be laid away with the respect which is its due, and actual photographs and cold statistics will take its place.

Florida in general, and Boca Raton in particular, we believe, possesses in a very large way opportunities for health, recreation and profitable investment. Efforts will be made to present these opportunities in an ethical and straight-from-the-shoulder manner.

Especially attention will be given to recording the progress of development, the material side in the

matter of construction of streets, water mains, electric services, sewers, plantings and buildings. Due note will be taken of the social side. Those responsible for the development of this great enterprise fully appreciate that streets, sidewalks, electric lights and water service alone do not make a great development.

There must be throbbing life. Youth must be served and opportunities afforded to all to find at Boca Raton an expression of their talents and desires for pleasure and social activities.

For the present, the RECORD will be published at irregular intervals, as the work of development and other activities seem to demand. It will be mailed to all lot owners of Boca Raton without cost. Others interested in this particular section of Florida may have their names placed on mailing list upon request.

You are invited to send in suggestions for the improvement of the RECORD. It is designed wholly to be of service to you, and wishes to do its work as well as may be. Requests for special information regarding the Boca Raton section will be answered promptly by letter.

Communications relating to the RECORD or in regard to development work should be addressed:

EDITOR, BOCA RATON RECORD
Care Mizner Development Corporation
BOCA RATON, FLORIDA

News Notes

THE radio station at Boca Raton has been completed and tested out. Application for a permit to go on the air has been requested and it is anticipated that it will be received within the next few days. Meantime, the Southern Bell Telephone Company is rushing work to complete the new cable line from Miami to West Palm Beach and points north. A cut-in will be made at Boca Raton so that remote control stations may be located in Miami and the Palm Beaches and connected through to the radio station with the best telephone service possible—via cable. This connection will enable the station to receive concerts from the many famous orchestras located in these cities at the resort hotels, night clubs and special social functions, to be broadcast from this most modern of plants. With a station capacity of 1,000 watts augmented by special devices to secure maximum efficiency, it is probable that Boca Raton will be able to cover an extremely wide field. And with the talent that is present during the season, should be able to offer programs that will appeal to a very large number of people throughout the country. Programs originating amid the luxury and splendor of Florida's wealth, carrying the suggestion of palm

fronds swaying in the moonlight of a soft tropical night, and tinged with the exotic romance of brilliant flowers and orange blossoms in profusion, edged with lazy waves breaking on a sand strewn beach, should have a strong appeal for those less happily situated in the snow and cold of more northern climes.

The work of creating the New Dixie Highway running through the southwest section of Plat 5 at Boca Raton is now under way. Contract for the beginning of this work has been let to the Moore Construction Company, of Memphis, Tenn. This highway, which will be forty feet from curb to curb, will be a splendid improvement which will serve to make motoring through our property even more pleasant and will afford many an opportunity to see the progress that has been made in this section of Boca Raton.

The same company has been authorized to proceed with the grading of El Camino Real, west of the Dixie Highway.

The work of making the old Dixie Highway the full width of fifty feet from curb to curb through Boca Raton is progressing rapidly. This road was originally only nine feet wide, then increased to six-

teen feet, later was rebuilt to twenty-one feet. Recognizing the importance of this highway where it passes through Boca Raton, the county of Palm Beach, in conjunction with Boca Raton, is now bringing this road into the boulevard class by surfacing a total width of fifty feet. The successive increases in widths gives one an excellent opportunity to observe the rapidity with which this thoroughfare has increased in importance. It traverses Boca Raton for a distance of a mile and a half. While construction work is in progress a detour over the Kings Highway and El Camino Real is used. As these highways are fifty-seven and one hundred and sixty feet in width, respectively, and are perfectly paved with bituminous surfacing material it makes an extremely novel detour.

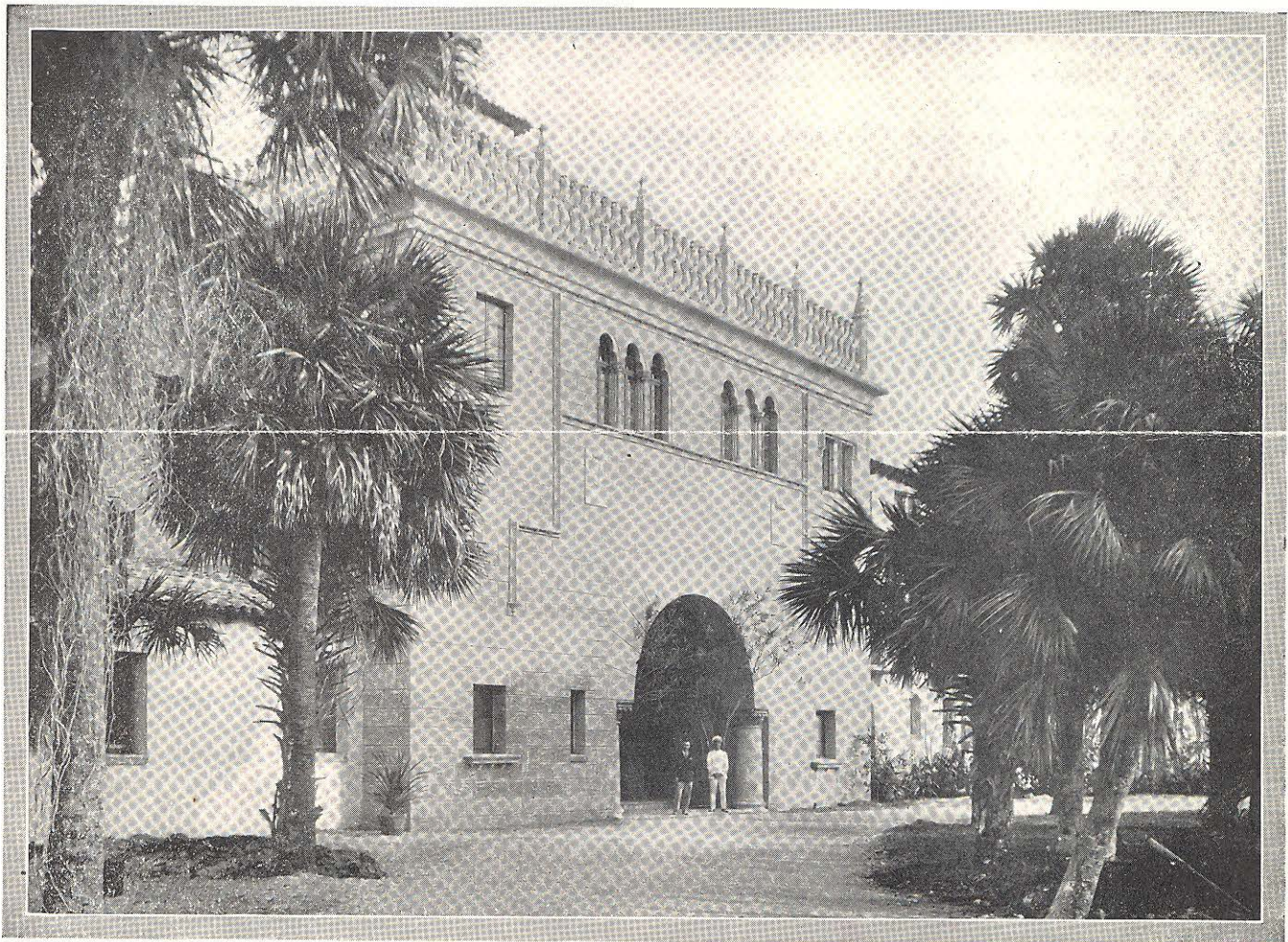
FLORIDA THE IRRESISTIBLE

The Literary Digest in its current "Winter Travel Number" proclaims Florida as being irresistible, and goes on to prove it by relating the varied charms to be found from Jacksonville southward. Indeed, to one ensconced in an easy chair, on the water landing of the Cloister Inn, watching the sunlight play upon the

waters of Lake Boca Raton, it seems difficult to believe that just a few hundred miles to the north that King Winter holds sway.

Dressed in lightest of sport clothes, made comfortable by the breeze that blows in from the Gulf Stream, winter seems more of a myth than stern reality. Across the lake palmetto palms are outlined against the sky, the trunks being hidden by the tropical growth. While just behind us blossom the brilliant red hibiscus that grows to tree-like proportions. Oleanders, some ten feet in height and covered with bloom, vie with the bougainvillea for admiration. The night blooming jasmine gives promise of a tropical night softened with rare perfume.

To those who are fortunate enough to have sought the shelter of the Cloister Inn, the word winter means but a pleasant sojourn in an enchanted land. Golf, boating, bathing, deep-sea fishing and horse-back riding are some of the sports to be enjoyed. Ritz-Carlton cuisine caters to the inner man, and all nature seems to combine its efforts to make one's stay in Florida so pleasant that it is no wonder that Florida is referred to as the "irresistible."



ENTRANCE TO THE RITZ-CARLTON CLOISTER INN