

1926 Willingham sales brochure for Wilton Manors.

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County Historical Commission collection.

Images enhanced, split into separate pages and re-compiled into
replica of original brochure by WMHS - 2023.

WILTON MANORS



Fort Lauderdale

"THE TROPICAL WONDERLAND"

—is situated between Miami and Palm Beach, in the very center of America's Winter Playground.

—is 400 miles south of the southernmost part of California, and is closer than any other point on Florida's eastern coast to the Gulf Stream, which tempers its climate by Winter and sends salt-laden breezes cooling the city in Summer.

—is situated on the banks of New River, the deepest river in the world, and is only two miles from Lake Mabel, where a \$15,000,000 harbor project is under way.

—is within forty-eight hours traveling distance from 85% of the population of the United States, and from 24 to 48 hours from the greatest center of wealth of the richest nation in the world.

—is the logical and actual shipping point for the great agricultural and lumber industries of the Everglades.

—has all the essentials of an ultra-modern city, complete with excellent public utilities and schools that rank first in the state, according to tabulated reports.

—is not solely dependent on real estate, but has an industrial and agricultural background capable of continuous prosperity.

—has grown from a population of 143 in 1910, to nearly 30,000 permanent residents today, and is,

*"The Fastest Growing City
In Florida"*

WILTON MANORS

IN the city limits of Fort Lauderdale, two miles north on the Dixie Highway from the center of the city's thriving business district, 345 acres of wooded highland have been developed into one of Florida's foremost residential suburbs—Wilton Manors.

Here, within an area of charming natural beauty, occupying a strategic location in the trend of Fort Lauderdale's logical residential growth northward, Wilton Manors has a most enviable setting and enjoys all the advantages of being part of "Florida's fastest growing city."



The southern approach to Wilton Manors over the South Fork of beautiful Middle River.

WILTON MANORS

WILTON MANORS, embodying new and unique ideas of development, was designed by Mr. E. J. Willingham, of Fort Lauderdale, as a distinctive residential community. Because of its location, between the East and West Dixie Highways, and the nature of its improvements, Wilton Manors is one of the most beautiful home-communities in Florida and the finest residential section of Fort Lauderdale.

Utilizing to the utmost the natural advantages of the pine-clad highland, Mr. Willingham has caused to be laid out a delightfully arranged sub-division, replete with splendid features that provide ideal facilities to residents, and at the same time afford one of the most attractive home-sites to be found anywhere.

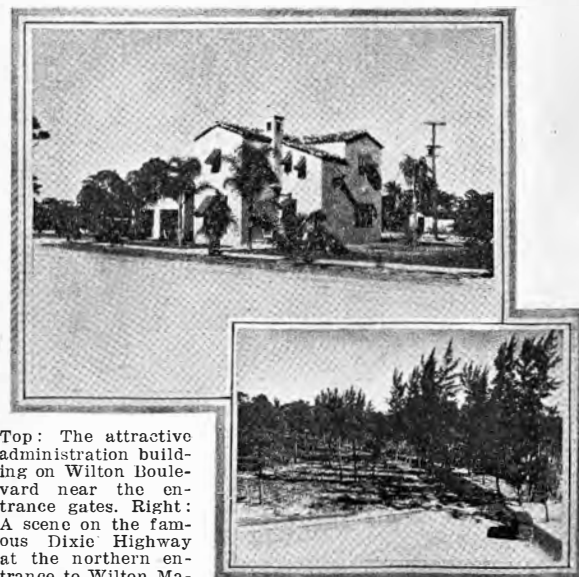


Top: The delightful winter home of E. J. Willingham, Sr. Right: A view of the nursery whose various products are used for landscaping purposes throughout the property.

WILTON MANORS

BEGINNING with a magnificent entrance-way of towering structure, every improvement that affords maximum convenience, accessibility, comfort, and beauty has been carefully installed and man's ingenuity, augmenting the gifts of nature, has brought Wilton Manors into a completed development—a finished product—the ultimate in desirability.

Wilton Manors has complete public utilities—electricity and water from its own wells. The construction work now going on—residences, business places, paved streets, cement sidewalks, white-way lights, landscaping—gives it the color and atmosphere of a development of distinctive charm.



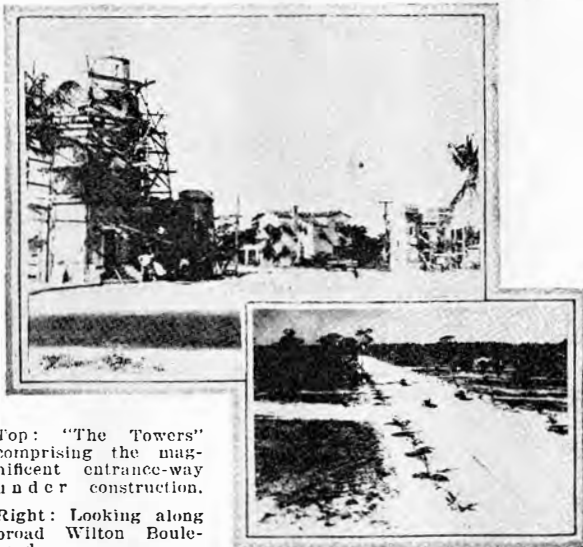
Top: The attractive administration building on Wilton Boulevard near the entrance gates. Right: A scene on the famous Dixie Highway at the northern entrance to Wilton Manors.

WILTON MANORS

At the northern entrance to the property is an impressive gateway of two commandingly beautiful towers. Of Spanish and Gothic architecture, they present a reproduction of an original entrance to one of the most famous estates in Spain, located at Seville.

An unusual color scheme, a dark brown at the base merging into a golden cream at the top, tends to accentuate their height. Lighted by an indirect lighting system from the interior, with the windows of different tints, an exceptionally unique idea of color effect has been inspired.

A handsome Spanish-type Administration Building, indicative of the beauty evidenced in Wilton Manors, has been erected on Wilton Boulevard and helps adorn the impressive entrance-way.



Top: "The Towers" comprising the magnificent entrance-way under construction.

Right: Looking along broad Wilton Boulevard.

WILTON MANORS

WILTON BOULEVARD, leading from the main entrance, gracefully curving through the property, and connecting again with the East Dixie Highway at the first right angle turn north of Fort Lauderdale's business center, is an admirably constructed travelway of eminent beauty. It is 90 feet wide, having 10-foot parkways on either side in addition to cement sidewalks. Like every other street in the development it will be adorned by white-way lights with under-ground conduits.

Wilton Boulevard eliminates seven turns on the East Dixie Highway and materially lessens the distance.

A bridge has been constructed on Wilton Boulevard, over the South Fork of Middle River, which runs through the enchanting moss-draped woodland in the southern sector of the property. This bridge is the widest in the state of Florida.

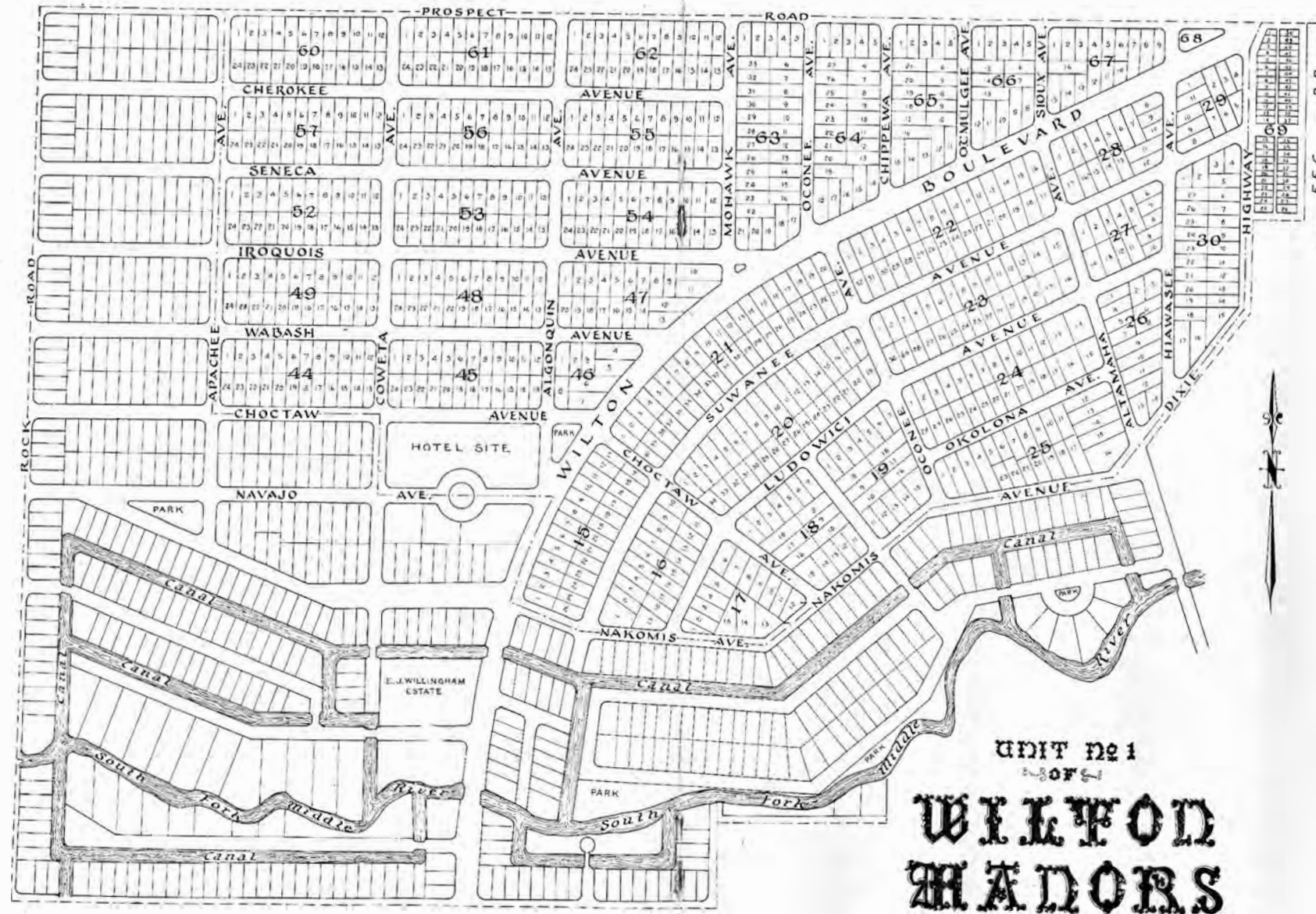


Top: A newly-built home in Wilton Manors. Left: "The palms and pines blend with a sub-tropical sky."

The Time Is Propitious

Now is the opportune moment to make your choice for a new home-site or an investment. Wilton Manors is an established community, where values enhance with every new building and every new improvement.

Prior to the formal opening of sales, over a quarter-million dollars worth of lots had been sold in Wilton Manors, which is convincing proof that this suburb is assured of future success and stability and that it merits supreme confidence.



An Opportunity Rarely Given

The property that comprises Wilton Manors was purchased several years ago, when land values were exceedingly low in comparison with the prevailing prices to-day.

Because of this you may now buy a lot in Wilton Manors considerably lower than you would expect in a development of this character.

Here is an opportunity for great rewards, and investors of keen foresight will recognize the high intrinsic value and true worth of Fort Lauderdale's home-spot—ideal Wilton Manors.

Its Unusual Advantages

In the trend of Fort Lauderdale's northward expansion.

Affording every convenience offered by Florida's most progressive city.

In close proximity to the city's business district yet far enough away to have the harmonious and tranquil atmosphere of an exclusive residential suburb.

Enjoying the most healthful climate to be found in all Florida—where the Gulf Stream breezes play among the pines.

Convenient to schools, churches, the ocean and all recreational centers.

Easily accessible to both business and pleasure.

Its Unique Planning

All modern ideals of construction, beauty, convenience, and public facilities were designed for Wilton Manors and have been brought fully into reality.

All the streets, parkways and lots were laid along orderly lines, distinctive and unique.

All the natural beauty in the property has been carefully preserved and the stately Caribbean pines, growing there for years, still stand, blending with the splendor of a tropical sky and sub-tropical verdure.

A splendid canal system is planned for the second unit of Wilton Manors and entrancing Middle River is to be widened and deepened for small pleasure craft.

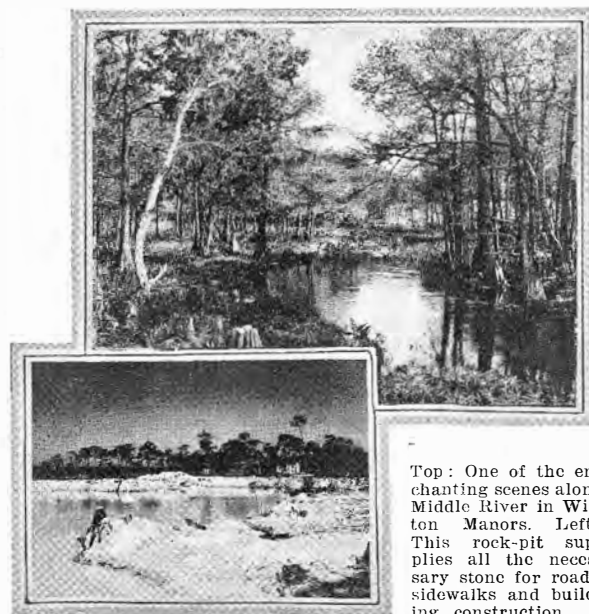
WILTON MANORS

PROVISION has been made for five beautiful parks which will be perpetually preserved for the residents of Wilton Manors.

A picturesque site has been reserved in the central portion of the development for a hotel that will, in all probability, be built in the very near future.

Another feature harbored in the development is a nursery that is maintained as an adjunct to the improvements being carried out. It is used for the purpose of beautifying the boulevards, avenues, and parks, and home-owners have the privilege of using the nursery products to add to the beauty of their own premises. The nurseries cover several acres of ground and support over 4,000 orange and grape-fruit trees, cocoanuts, royal palms, and numerous varieties of small shrubbery.

The present rock pit will be converted into a beautiful lake covering 5 acres of ground and attaining an average depth of 18 feet. This lake will provide ample facilities for swimming, boating, and other aquatic pleasures.

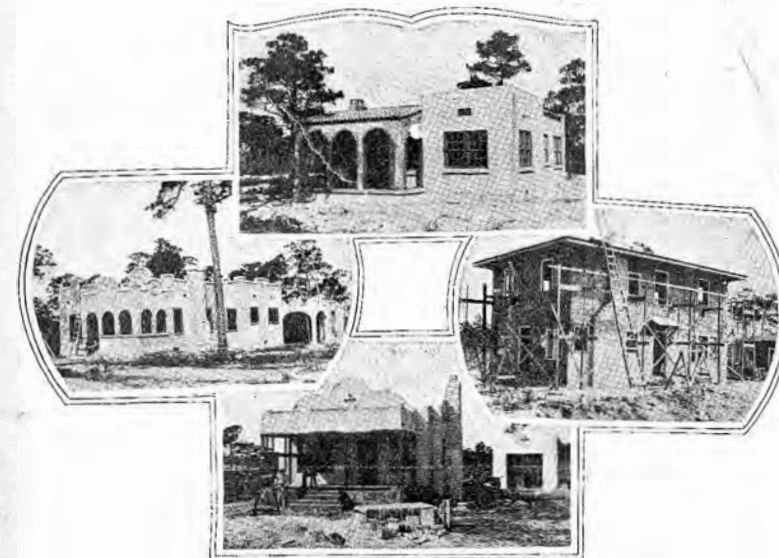


Top: One of the enchanting scenes along Middle River in Wilton Manors. Left: This rock-pit supplies all the necessary stone for roads, sidewalks and building construction.

WILTON MANORS

WILTON MANORS is protectively restricted. Contrary to usual planning, there is no business property on the main boulevard. The part of the development through which Wilton Boulevard runs is to be exclusively residential. A business section is laid out east of and fronting on the Dixie Highway opposite the main entrance. This section has trackage on the Florida East Coast Railroad, making it exceedingly desirable for stores, wholesale houses and warehouses.

You owe it to yourself to investigate Wilton Manors before buying real estate anywhere on the Eastern Coast of Florida. Its location on a wooded highland—on traffic thoroughfares—five minutes from the beach—together with its wonderful plan of development, are such that it will appeal to the most discriminating home-seeker or the shrewdest investor.



A few of the different types of homes being constructed in Wilton Manors

Its Strategic Location

On a wooded highland within the northern city limits of Fort Lauderdale.

Two miles north from the city's business center.

Fronting on both the East and West Dixie Highways, and a part on the Florida East Coast Railway.

Five minutes drive from the ocean by way of Ocean Boulevard.

Close to Floranada Club, America's elite social center of wealth and culture, where millions of dollars are being spent for improvements.

Its Splendid Improvements

15 miles of paved streets.
30 miles of cement sidewalks.

15 miles of white-way lights.
30 miles of parkways.
No paving will be under 30 feet wide.

Five beautiful parks.
Excellent water.
Electricity.
Landscaping.



Advertising proof pages from *Ft. Lauderdale Morning Sun* and *Fort Lauderdale Sunday Sun* - March, 1926

From the collection of the Broward County Historical Commission
Originally digitized by Wilton Manors Historical Society, 2008
Enhanced, resized and compiled into mini-archive by WMHS, 2023.



WILTON MANORS



"Fort Lauderdale's Beauty Spot"

It takes Improvements—not promises—to increase property values. At Wilton Manors most of these Improvements are already in and there's a small army of men busily at work installing others. The program will be completed soon and Wilton Manors will become one of the most fully developed subdivisions in Florida.

Wilton Manors is already an established community—within the city limits of Fort Lauderdale—two miles north on the Dixie from the city's business district—where values must increase rapidly with the city's inevitable northward expansion—exclusive, convenient, accessible—between the East and West Dixie Highways—adjoining the Florida East Coast Railway—with the south fork of Middle River within its southern boundary—highly developed and extremely beautiful.

Wilton Boulevard, the new East Dixie Highway short-cut, is 80 feet wide, with ten-foot parkways on each side—a magnificent artery of traffic eliminating seven turns on the old Dixie and considerably shortening its distance.

Within Wilton Manors are 11 1-4 miles of paved streets and cement sidewalks. Ornamental white-ways will adorn every street. The whole development will be beautifully landscaped.

Five beautiful parks are laid out within the development. Wilton Manors will afford every convenience and have complete public utilities.

Why is Wilton Manors the finest and most talked of development in Fort Lauderdale?

Drive through and judge for yourself.

Then

note these essential features and compare the prices.

Wilton Manors is a development comprising 360 acres of wooded pine land, carefully and sensibly restricted and improved, assuring ample provisions for future contingencies.

It is but five minutes drive to the ocean along Ocean Boulevard, a wide paved road to the beach.

Many beautiful homes are already constructed; others are being built assuring a high type of architecture and an attractive community.

A quarter of a million dollars worth of lots have already been sold and the official opening has not yet taken place.

The property is reasonably priced with unusually easy terms. We have 200 magnificent lots at only \$3,000. Others up to \$7,500.

Investigate.

Compare.

Buy now.

Stop

at the Administration Building near the Towers and ask questions.

E. J. Willingham Development Co.

Owners and Developers

Sales Offices

ADMINISTRATION BUILDING

WILTON MANORS

For Your Convenience Our Office Is Open Evenings



WILTON MANORS



THE TIME IS PROFITIOUS

Now is the time to buy a home-site
in Wilton Manors or make an in-
vestment there--values are enhanc-
ing rapidly with every new building
and every new improvement.



Wilton Manors is an established community—two miles north on the Dixie Highway from the center of Fort Lauderdale's business district. A drive over broad Wilton Boulevard, which gracefully curves through the property, is well worth your while and it will carry you through a residential suburb complete with natural beauty and man-made improvement.

Lots in Wilton Manors are moderately priced with unusually easy terms. Over a quarter of a million dollars worth of lots have been sold and the formal opening is yet to be announced.

E. J. Willingham Development Co.

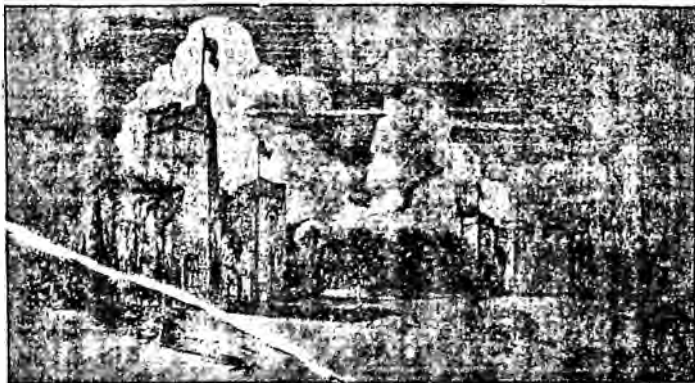
Owners and Developers

Sales Offices

ADMINISTRATION BUILDING

WILTON MANORS

WILTON MANORS



Two miles north on the Dixie from the center of Fort Lauderdale's business district. Five minutes from the beach over Ocean Boulevard.

Drive through Wilton Manors over broad Wilton Boulevard and see Fort Lauderdale's Beauty Spot—Set on a highland, wooded with health-giving Caribbean pines.

"The Gateway to Opportunity"

Two years ago Mr. E. J. Willingham developed and placed Lauderdale Beach on the market. It was sold out in a very short time, and lots that were sold for \$3,500 have since resold for more than \$20,000.

We are now preparing to open WILTON MANORS. Our sales to wise investors and discriminating home-seekers have amounted to over a quarter of a million dollars with no advertising whatsoever.

WILTON MANORS is now an established community. Seven homes are being erected at present and two others were contracted for during the past week.

Pre-development prices are still in force. Remember that history repeats itself and this is your one big—

Many real estate operators are beginning to realize that the hectic days of enormous profits have passed; that also is our belief. Overnight fortunes that once were so often made are now no more.

To those seeking a home-site, or a good investment, you owe it to yourself to investigate and compare

Wilton Manors

property, prices, and surroundings, to other developments. You will readily see your splendid opportunity.

The conservative buyers who are satisfied with a safe and sane profit on their investment are the ones we desire to interest in WILTON MANORS.

We know they will be interested if they will investigate the development and note the excellent location, the accessibility, the natural beauty, and the high standard of improvements now being carried out in WILTON MANORS.

Remember that improvements—not promises—is our slogan and it is our policy to adhere to this. Wilton Manors is truly your

OPPORTUNITY

OPPORTUNITY

E. J. Willingham Development Co.

Owners and Developers

Sales Offices

ADMINISTRATION BUILDING

WILTON MANORS

For Your Convenience Our Sales Offices are Open Evenings

WILTON MANORS

Influencing the
buying habit
of discriminating
home - seekers

E. J. Willingham Development Co.

Administration Bldg. Wilton Manors

"Yes, sir. We've driven thru Wilton Manors and it's wonderful! It's just the spot we've been looking for and we won't be satisfied until we have a home set amid those beautiful health - giving Caribbean Pines."

WILTON MANORS

Having a direct appeal to discriminating home-seekers and their families.

E. J. Willingham Development Co.

Administration Bldg. Wilton Manors

WILTON MANORS

going ahead!

Two miles north on the Dixie from the center of Fort Lauderdale's business district Five minutes from the beach over Ocean Boulevard.

development continues!
homes are building!
sales increase!
values enhance!

Drive through Wilton Manors over broad Wilton Boulevard and see Fort Lauderdale's Beauty Spot—Set on a highland, wooded with health - giving Caribbean pines.

and everything
indicates assured growth
and success
all the year through

E. J. Willingham Development Co.

Owners and Developers

Sales Offices

ADMINISTRATION BUILDING

WILTON MANORS

For Your Convenience Our Sales Offices Are Open Evenings

3-21-26

Growing Prestige
and
Leadership

WILTON MANORS

—a distinctive
resident suburb

E. J. Willingham Development Co.
Owners and Developers

Sales Offices Administration Building
Wilton Manors

For Your Development Our Offices Are
Open 24 Hours

WILTON MANORS

"Fort Lauderdale's Beauty Spot"

More than a quarter million dol-
lars worth of lots have already been
sold and the formal opening of
sales has not yet taken place!

Potent Evidence
of
Superior Values

E. J. WILLINGHAM DEVELOPMENT CO.

Owners and Developers

SALES OFFICES

Administration Building

Wilton Manors

The location of Wilton Manors, between
the East and West U.S. Highways, assures
that it will always be "right on the beaten
path." Wilton Boulevard, a wide, well-
paved avenue, directs north and south traf-
fic thru its center. It's an old saying and
true—

"Values go where traffic goes."

WILTON MANORS

No imagination is necessary to arrive at
the present **WORTH** of lots in Wilton
Manors—paved streets, concrete sidewalks,
white-way lights, beautiful parkway, **RAIL-
ROAD** IN. We have 200 magnificent lots be-
low as \$3,000; others up to \$7,500 with very
favorable terms.

**E. J. WILLINGHAM
Development Company**

Sales Offices

Administration Bldg.

Wilton Manors

News - 5-18-26
Sun - 3-19-26

WILTON MANORS

Ft. Lauderdale's
Beauty
Spot

A
Distinctive
Residential
Suburb

E. J. Willingham Development Co.

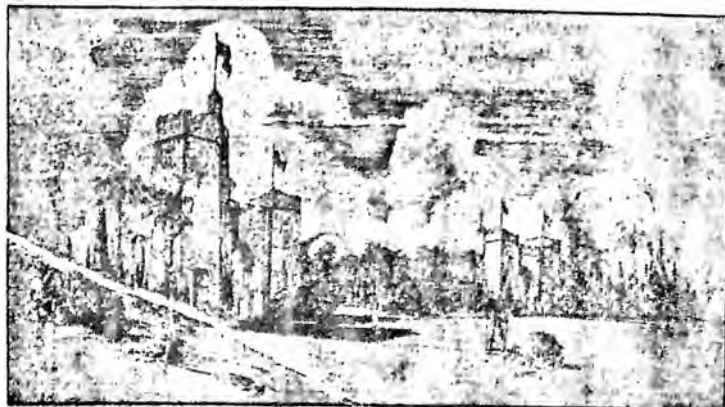
OWNERS AND DEVELOPERS

SALES OFFICES

ADMINISTRATION BUILDING

WILTON MANORS

WILTON MANORS



"The Gateway To Opportunity"



Sales in Wilton Manors have amounted to over a quarter of a million dollars, and this before we started advertising; then, too, our formal opening has not yet taken place.

Pre-development prices are still in force and if you will investigate the splendid type of improvements that have been completed—miles of side-walks, streets, parkways, and unique landscaping, together with complete public utilities, you will know that our development promises are being fulfilled.

Wilton Manors is fast becoming populated. Seven homes are now being erected, some have been completed, and two others were contracted for during the past week. Such settlement in an exclusive, restricted, residential community, combined with the excellent nature of improvements, means that values enhance accordingly. Here is an unusual opportunity!

Many real estate operators are beginning to realize that the hectic days of enormous profits have passed; that also is our belief.

The conservative buyers who are satisfied with a safe and sane profit on their investment are the people we desire to interest in Wilton Manors.

Wilton Manors property is reasonably priced with unusually easy terms. We have 200 lots at only \$1,000 and others up to \$7,500.

These are not going to last long and our advice is to buy early and reap the best profits for your investment as the pre-development prices are now prevailing.

To those seeking an ideal home-site we have only to suggest that you see Wilton Manors, for a more beautiful and desirable spot could not be selected than among the cool, health-giving Caribbean pines in this distinctive residential suburb.

E. J. Willingham Development Co.

Owners and Developers

Sales Offices

ADMINISTRATION BUILDING

WILTON MANORS

For your convenience our sales offices are open evenings.

\$250,000

worth of lots
have been sold
in

WILTON MANORS

prior to the
formal opening

|||
*Convincing Proof
Of
Future Success*
|||

E. J. WILLINGHAM DEVELOPMENT CO.

Owners and Developers
SALES OFFICES
Administration Bldg.

Wilton Manors

You owe it to yourself—

to investigate

WILTON MANORS

*before buying real
estate anywhere else*

|||
Its location on a wooded highland—on traffic thoroughfare—within the city limits of Fort Lauderdale—five minutes north from the center of the city's business district—five minutes from the beach over Ocean boulevard—together with its wonderful plan of development is such that it will appeal to the most discriminating home-seeker or the shrewdest investor.

|||
Lots moderately priced with
exceptionally easy terms.

E. J. WILLINGHAM DEVELOPMENT CO.

Owners and Developers
SALES OFFICES
Administration Bldg.—Wilton Manors

2/23
2/24

Character
Makes
Value

**WILTON
MANORS**

Definiteness
of
Character

E. J. WILLINGHAM DEVELOPMENT CO.

Owners and Developers
SALES OFFICES
Administration Building

Wilton Manors

**WILTON
MANORS**

|||
*Potent Evidence
of
Superior Values*

E. J. WILLINGHAM DEVELOPMENT CO.

Owners and Developers
SALES OFFICES
Administration Building

Wilton Manors



WILTON MANORS



"Fort Lauderdale's Beauty Spot"

Going North or Coming South

go through
WILTON MANORS
over
WILTON BOULEVARD

The new Dixie Highway, extending from the entrance towers of Wilton Manors at Colohatchee, to the first right angle turn, 2 miles north of Fort Lauderdale's business district. This magnificent travel-way eliminates seven curves on the old East Dixie Highway and shortens the distance considerably.

Wilton Boulevard is a mile long, gracefully curving through Wilton Manors. It is 90 feet wide with ten-foot parkways on each side. The rock pavement was laid to ten inches and then rolled to eight giving it an extraordinarily sturdy foundation. It is indicative of the splendid type of improvements found in Fort Lauderdale's distinctive home-community—Wilton Manors.

E. J. Willingham Development Co.

Owners and Developers

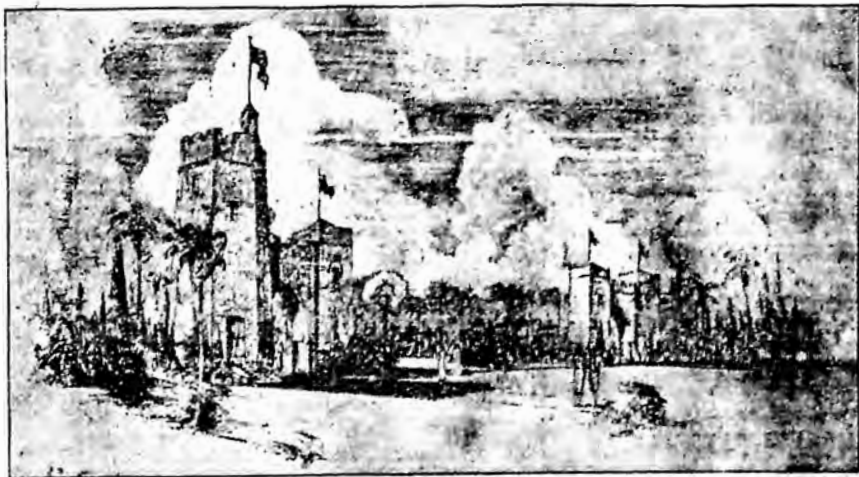
Sales Offices

ADMINISTRATION BUILDING

WILTON MANORS

N- 2-16-26
S- 2-17-26

The Entrance



--to--

WILTON MANORS

"Fort Lauderdale's Beauty Spot"

eminently desirable as a home com-
munity

distinctive

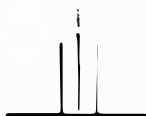
beautiful

exclusive

complete in development

lovely in harmony

superbly ideal



Enviably located within the city limits of Fort Lauderdale, —two miles north on the Dixie from the center of the city's business district—between the East and West Dixie Highways.

Over \$250,000 worth of lots have already been sold before the formal has been announced. 200 magnificent lots are now on sale at \$3,000 with easy terms. An unusual investment opportunity!

E. J. Willingham Development Company

Owners and Developers
Sales Offices

Administration Building

Wilton Manors

Wilton Manors

"Fort Lauderdale's Beauty Spot"



The Entrance Gate

A development which is strategically located at Fort Lauderdale's front door and is destined to be Lauderdale's finest and most distinctive residential suburb.

A high class residential development—exclusive, highly improved, carefully planned, of unlimited appeal to a home-lover.

Prior to the formal opening of sales, over \$250,000 worth of lots in Wilton Manors have been sold to investors of keen foresight who have recognized the high intrinsic value and true worth of this sterling development

Wilton Manors is already an established community—within the city limits of Fort Lauderdale—two miles north on the Dixie from the city's business district—where values must increase rapidly with the city's inevitable expansion to the north—exclusive, convenient, accessible—between the East and West Dixie Highways—next to the Florida East Coast Railroad—with the South Fork of enchanting Middle River in its Southern Boundary—highly developed and extremely beautiful.

Wilton Boulevard, the new East Dixie Highway short-cut, is 80 feet in width with 100-foot parkways on each side—a magnificent artery of traffic, eliminating seven turns on the old Dixie and shortening the distance considerably.

The developers of Wilton Manors maintain a complete nursery to provide orange, grapefruit, coconut trees, and shrubbery for beautifying. These nursery products will be given free to lot owners.

Within Wilton Manors are 11½ miles of paved streets and sidewalks and ornamental white-way lights will adorn every street.

Wilton Manors will afford every convenience and have complete public utilities. Beautiful parks are laid out within the development.

It is significant that Wilton Manors has a superb location, offering the utmost in convenience and accessibility to home-owners. Wilton Manors is so situated as to be directly in the course of present growth of Fort Lauderdale and future enhancement of property values.

It is exactly one-half mile from its northern entrance to Ocean Boulevard and only five minutes drive to Las Olas Beach, giving exceptional convenience to pleasure seekers; along the bay, a scenic drive—to the beach, along the shore, then into Fort Lauderdale by way of Las Olas Boulevard.

Being in close proximity to Fort Lauderdale's business district, yet far enough away to enjoy the harmonious and restful atmosphere of an exclusively residential section, Wilton Manors affords convenience to business, to pleasure, and to the comfort of tranquil environment.

Because of these distinct advantages Wilton Manors is especially desirable as a home-site, and offers swift response to investment.

Wilton Manors is a high-typed residential community where several attractive homes are already built and others are building.

Complete and modern improvements of a fine quality have been installed in order to create a distinctive development, ornamental and pleasing in every detail.

Sensible protective restrictions are provided.

We have 200 magnificent lots at only

\$3,000

Others up to

\$7,500

Easy Terms

E. J. Willingham Development Co.

Owners and Developers

SALES OFFICES

Administration Building


Wilton Manors

Example of page digitizing with camera and tripod

FT. LAUDERDALE MORNING SUN, SUNDAY, MARCH 14, 1926

SECTION D—PAGE FIVE

WILTON MANORS



Two miles north on the Dixie from the center of Fort Lauderdale's business district. Five minutes from the beach over Ocean Boulevard.

Drive through Wilton Manors, see how it is built and see Fort Lauderdale's beauty. Set on a highland, wooded with health - giving Caribbean pine.

"The Gateway to Opportunity"

Two years ago Mr. E. J. Willingham developed and placed Lauderdale Beach on the market. It was sold out in a very short time, and lots that were sold for \$3,500 have since resold for more than \$20,000.

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Wilton Manors

property, prices, and surroundings, to other developments. You will readily see your splendid opportunity.

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ADMINISTRATION BUILDING

WILTON MANORS

For Your Convenience Our Sales Offices are Open Evenings