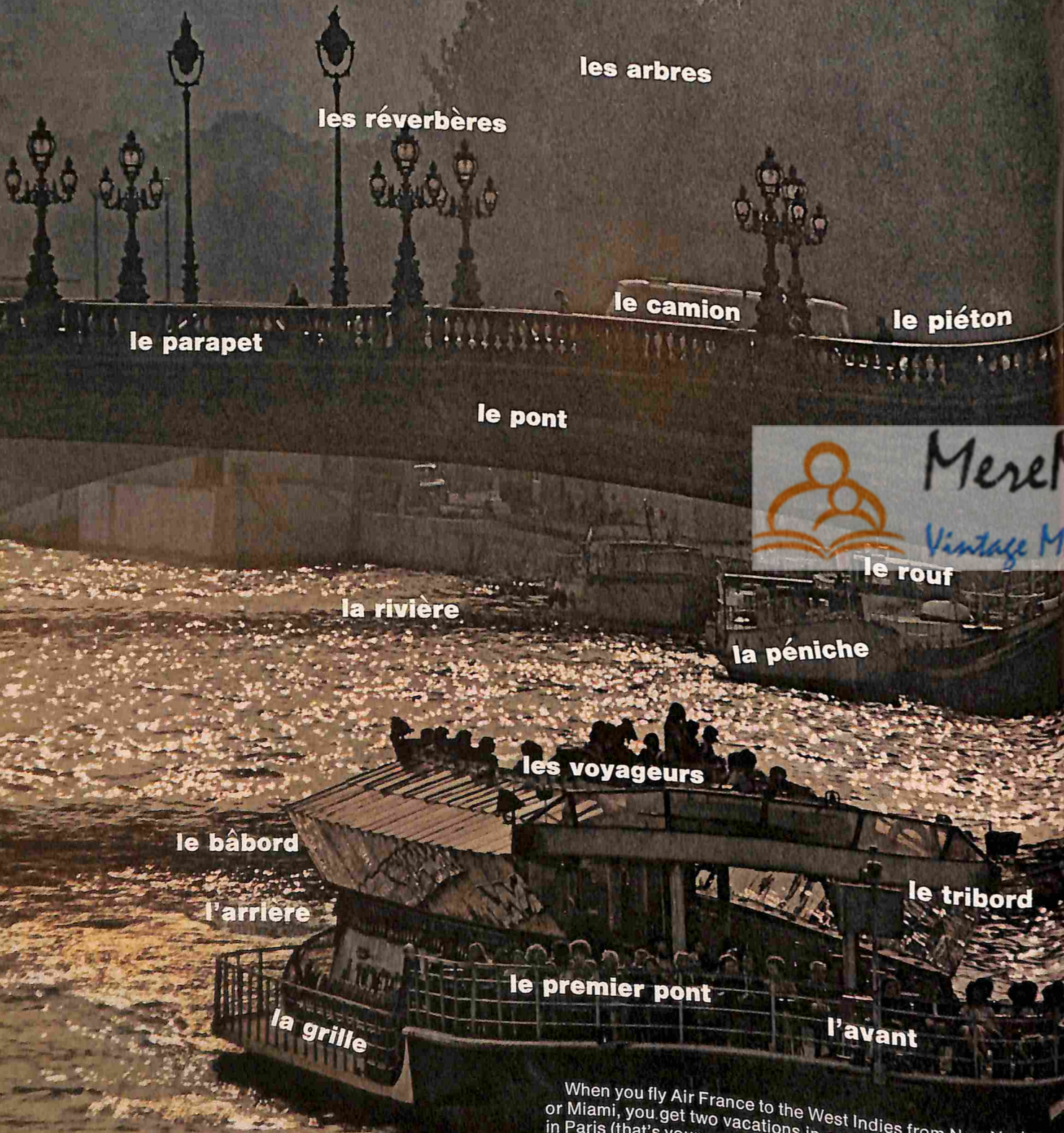


# Air France. It's an afternoon in Paris that takes you to the Caribbean.



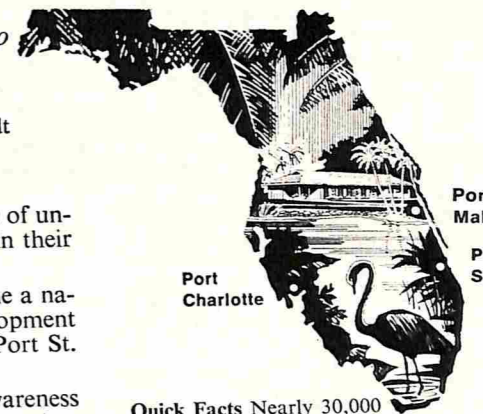
When you fly Air France to the West Indies from New York or Miami, you get two vacations in one. You get an afternoon in Paris (that's your own flight on Air France). Then you get as long as you like on a Caribbean beach or one of our Caribbean cruises. The charm, the sparkle, the romance of Paris are on every Air France flight to the Caribbean... as well as to Paris itself! Call your travel agent or your nearest Air France office, and spend an afternoon in Paris on your way to the Caribbean. It's not a coincidence.

**AIR FRANCE**  
le bon voyage

Another in a series of progress reports from General Development Corporation.

# The new Florida we're building will still be a haven in the 21<sup>st</sup> Century.

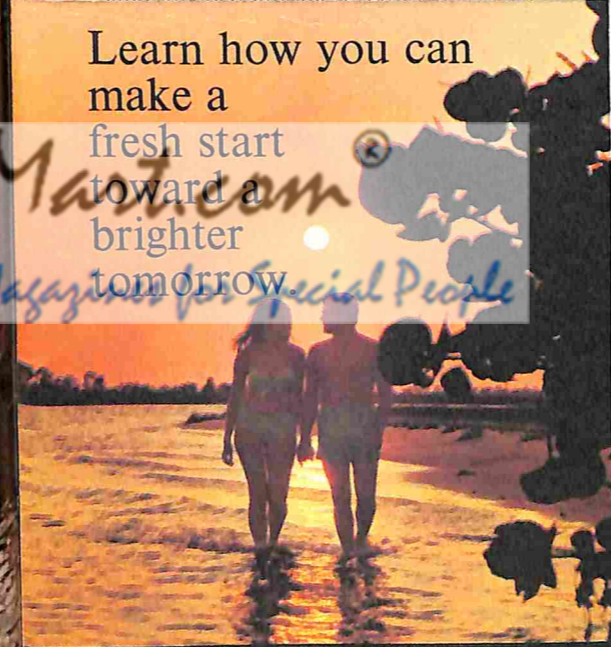
*"We have made a commitment to the future. Our communities have been thoughtfully built so that the people who come here will always enjoy the same bright sun, sparkling water, clean air—the same quality of life we offer today."*  
—Charles H. Kellstadt



Is it possible to build a thoroughly civilized community in a natural Eden—and still preserve the character of the Eden?  
Can the living be totally "modern," with all the amenities, and yet maintain peace with nature?  
For 13 years, General Development has been building a haven like that, here in the new Florida.  
This is the land of fresh starts. Three hundred square miles of high, dry pine land, divided among seven locations,

dams.  
And yet, in our planning, acres of unusual beauty are being retained in their natural state.  
Long before "Ecology" became a national watchword, General Development maintained a game preserve at Port St. Lucie.  
The same environmental awareness has led to the appointment of a full-time aquatic ecology director.

**Quick Facts** Nearly 30,000 residents. 240,000 homesites sold through 1969. 10,000 stockholders. The only Florida land company which has met the rigid requirements for listing on the New York Stock Exchange. Total assets over \$250 million.



Send for facts about the new Florida



AD-1847(U)  
General Development Corporation  
Box 1308, Miami, Florida 33134

Gentlemen:  
Please send me facts about the new Florida.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(Please print clearly)

A verified statement and offering statement has been filed with the Department of State of New York. This filing does not constitute approval of the sale or offer thereof, or that the Department of State has in any way passed upon the merits of such offer. A copy of the offering statement is available upon request from General Development Corporation, N.Y.A.-GD-70-28.

106-room company-owned Port Charlotte. Luxury mobile-home Hilton Hotel under construction. House Apartment Homesite Square Garden. Construction course and country club Port Charlotte.

*Charles H. Kellstadt*  
Charles H. Kellstadt  
Chairman of the Board  
Chief Executive Officer,  
General Development Corporation  
1000 Bayshore Drive  
Port Charlotte, Florida 33131

**T. Scharffenberger**  
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**John L. Weinberg**  
Member, Toronto Stock Exchange. Vice President, J. Bradley Streit & Company Limited. President and Director, Yellowknife Bear Mines. Director, Giant Yellowknife Mines.

**John L. Weinberg**  
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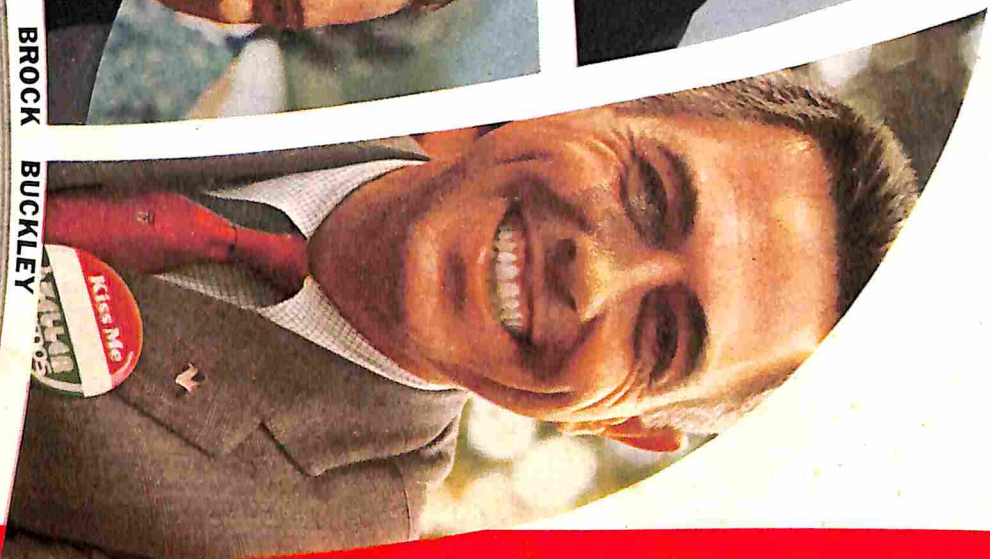
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A VERIFIED STATEMENT AND OFFERING STATEMENT HAS BEEN FILED WITH THE DEPARTMENT OF STATE OF THE STATE OF NEW YORK. THE FILING DOES NOT CONSTITUTE APPROVAL OF THE SALE OR OFFER FOR SALE BY THE DEPARTMENT OF STATE OR ANY OFFICER THEREOF, OR THAT THE DEPARTMENT OF STATE HAS IN ANY WAY PASSED UPON THE MERITS OF SUCH AN OFFERING. A COPY OF THIS OFFERING IS AVAILABLE UPON REQUEST FROM THE SUBDIVIDER. N.Y.A.-GD-70-28

FIFTY CENTS

NOVEMBER 16, 1970

# THE NEW FACES OF 1970



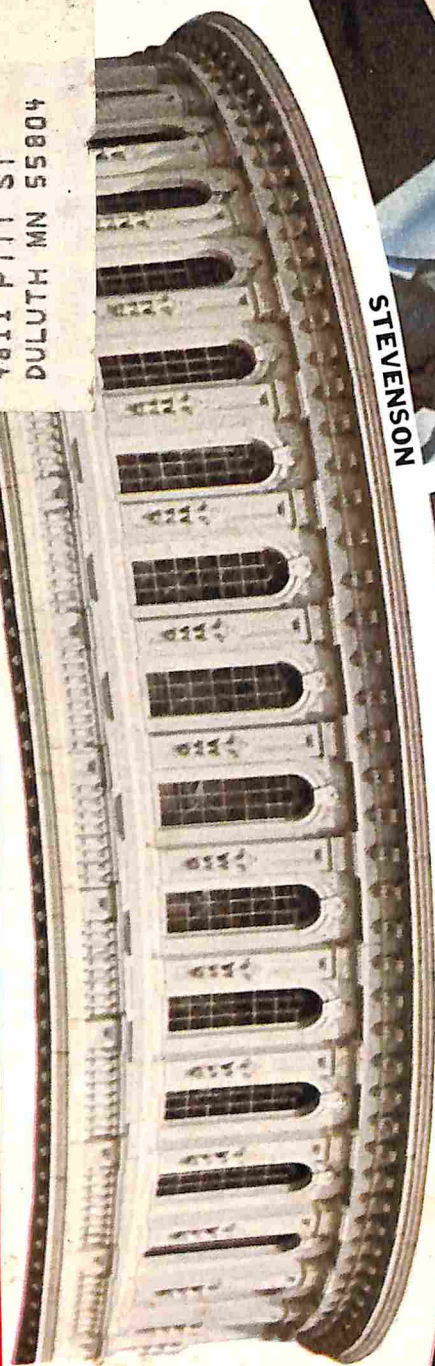
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TUNNEY



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