

1951 ♦ 1960

River Park in St. Lucie sold Mackle firm for \$5,000,000

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General Development Corp., controlled by the Mackle Brothers, Florida's largest retirement homes developers, has bought the River Park development 12 miles north of Stuart on U.S. 1.

Price paid for River Park and 5,500 unimproved adjoining acres contiguous to the west and south was given as \$5,000,000 in a joint announcement by Frank E. Mackle, president of General Development, and Gardner Cowles, president of Cowles Magazines, Inc., publishers of Look.

Cowles becomes a director and substantial stockholder in General Development Corp.

Also announced was the purchase of 3,000 adjoining acres along the North Fork of the St. Lucie.

General Development Corp. spokesmen said that "our engineers, designers and architects will start next week to lay out the development and home-building program. The home building will be carried out at a

rapid pace and homes will be offered on a scale in keeping with the respect we have for land of this great natural beauty."

Five thousand homes and 18,000 homesites with a total value in excess of \$50,000,000 are initially planned.

The Mackles are Florida's largest land developers. They have spent millions in the Saturday Evening Post, Readers Digest and other national mediums in publicizing their eight Florida developments — this makes the ninth — of which 80,000-acre Port Charlotte Retirement Village on the West Coast is the largest.

River Park, with the North Fork as its theme, and the St. Lucie's fishing, boating and near-by sailfishing as "pullers", may be the "Port Charlotte of the East Coast."

Holdings on the west side of the North Fork, it is understood, now come down to about opposite Pruitt's Camp, which is around seven miles upriver from Stuart, and other transactions are in process.

The Warner B. Tilton real estate firm of Jensen Beach is local broker in some of the large acreage transac-

tions.

The News had been informed by sources other than the brokers involved that general real estate activity is under way in the entire North Fork area, including a transfer in process of the Stanley Ranch holdings near Bessey Creek and extending past Mile Lake to the Winters and Blakeslee Creek areas. The C.B. Argogast firm is reported to be broker.