



"Baldface" Cattle - Successor to the Broncho

Yachting & Boating at its best on Lake Travis

Longhorn Cavern Entrance - Long - near Lake Ties

Hundreds of Healthful Outdoor Public Pools

Liquid Gold - Produced in Abundance in this Region

Thousands of Beautifully Developed State & Public Parks

CHECK THESE FACTS on "Cen-Tex" !!

- Most stored water within the state
- Largest concentration of Guest Ranches
- This country's finer Health Resorts
- Texas' greatest Libraries and Museums
- States' most Historical Region
- Finest Educational Centers of Texas
- Largest and greatest number of Springs
- National Moto-boat Racing
- 13 of Texas' most popular State Parks
- Oldest preserved Spanish Missions
- The "Cave Area" of the state, four have tours
- Largest and greatest number of Springs
- Best network of Air, Rail, and Road routes
- World's greatest all-weather Flying Region
- Country's largest Army Forts
- States' most diversified Mineral Region (60 types)

There is a reason why CENTRAL TEXAS PLAYLANDS ARE MOST POPULAR

Lives there a vacationist, who to his family has not said, "What will it be this year—the mountains or the beach—a trip or a restful hide-away?"

MORE AND MORE People are learning annually to just pack and head for the Great Southwest. They know that here everything a vacationist could desire is right at hand.

Of the Great Southwest it can be said that Central Texas is the very heart, and few other areas are as gifted as Central Texas, with such "diverse beauties, attractions, and activities for the tourist, the sight seer, and the vacationist."

N. Webster gives a simple definition for the word diverse:
DIVERSE—Different; unlike; separate; distinct.

CENTRAL TEXAS IS "DIFFERENT"

CALL IT LOCAL color—call it Southern or Western or whatever you choose, Central Texas has a "certain something" that has caused people to tell their friends—"You've got to see Central Texas—it's different!"

The impression one gets of Central Texas comes not from any one experience. Maybe it's that Texas drawl or that friendly smile that greets you everywhere, or maybe it's just the scenery or the climate.

It could be the farms and ranches or the villages, towns, and cities—or the cold tumbling mountain streams, the Highland Lakes, or the fat lazy rivers to the South. Maybe it's the vastness that gives you that free feeling, or it could be the fishing, boating, hunting, golfing, rodeos, or any one of the many activities—Whatever it is, you will feel like letting your hair down and having fun.

CENTRAL TEXAS IS "UNLIKE"

UNLIKE MOST vacation areas that have only one or two major attractions, Central Texas offers almost every type of recreation. It is unsurpassed for diverse scenery, from its purple mountains to its picturesque plateaus, from its cedar blanketed hills to the rich and level farm lands, it is unlike any other one area.

Unlike some scenic regions, all of Central Texas is accessible. Its network of highways are the finest—its paved arteries extend the width and breadth of the region, with surfaced roads jutting back into the more rugged country.

The excellent network of Buses, Airlines and Railroads provide transportation to almost any spot.

CENTRAL TEXAS IS "SEPARATE"

SEPARATE BUT NOT remote. It is separate in an individual sort of way. Like all great scenic regions, each has an individuality, and the same can be said for Central Texas.

This area is separate in another way—it makes no attempt to separate you from your pocketbook—money is not a passport in Central Texas. There are activities to fit even the most frugally planned vacation.

CENTRAL TEXAS IS "DISTINCT"

HISTORICALLY, climatically, scientifically, and recreationally, Central Texas is distinct. From the earliest Indians, who were attracted by the abundant wildlife and plentiful rivers and springs, to the Spanish conquistadores seeking the fabulous "Seven Cities of Cibola", and the mission building padres, and the settlers who followed.

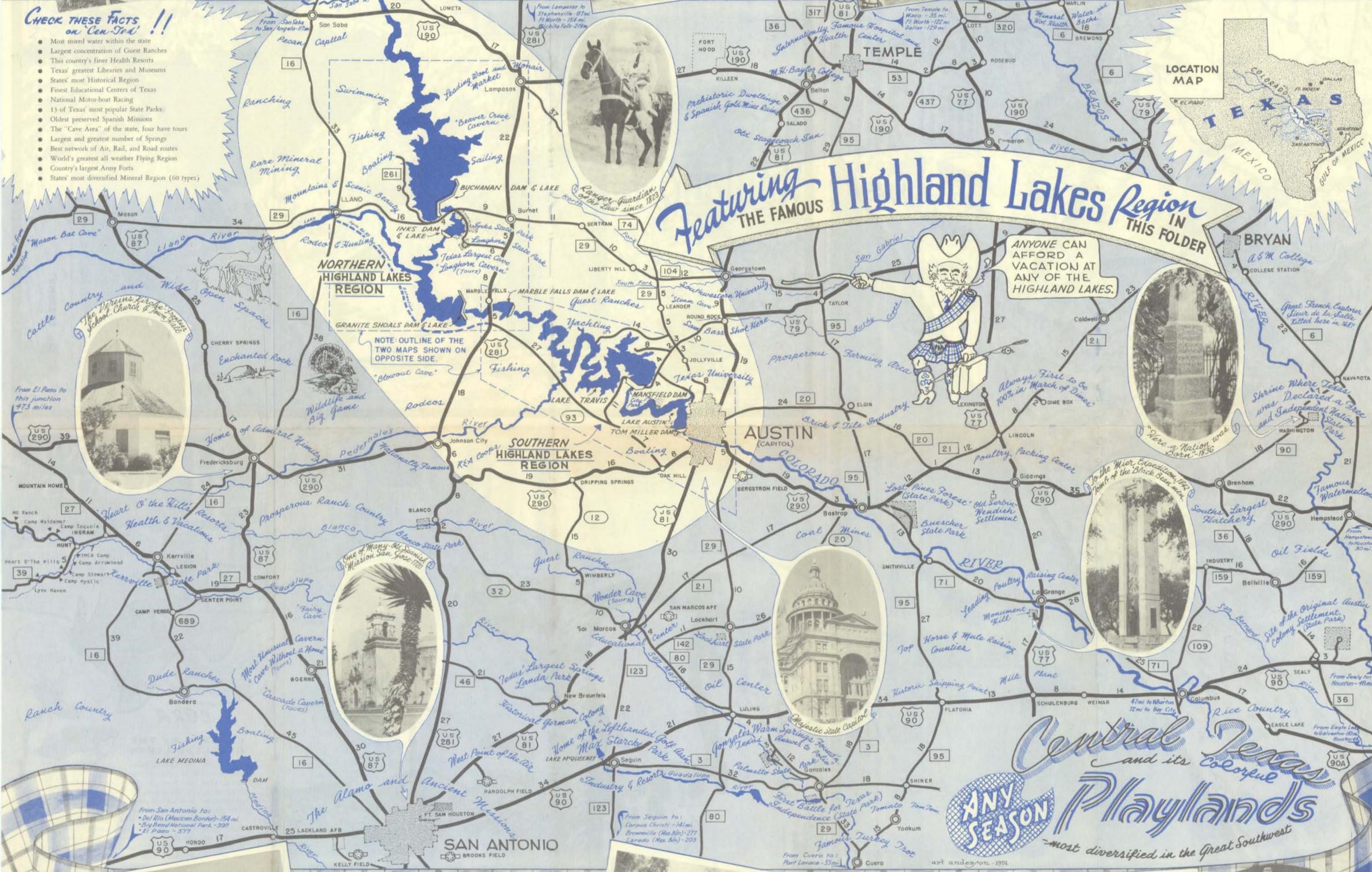
Central Texas is distinct in her part in the history of Texas, beginning with:

Spain	1519-1685	Republic of Texas	1836-1845
France	1685-1690	United States	1845-1861
Spain	1690-1821	Southern Confederacy	1861-1865
Mexico	1821-1836	United States	1865-

Each of these eras and the early colonies of immigrating Germans left a permanent impression upon Texas and their blended influence contributes to the colorful and enchanting background of Central Texas.

Central Texas is distinct in the honor of being one of the nation's more healthful regions. Winters and summers are mild, neither drastically cold nor tropical. Ideal altitudes range through elevation 207 feet at Columbus, 640 at Austin, and 1210 at San Saba. Promontories in the highlands reach 2000 feet.

It is distinct for its cultural achievements, the finest private and public schools and universities lie within its bounds. Advanced Art, Music, Great Libraries, Museums, and Dramatics are the ordinary. Here too, is the greatest concentration of year-round, diverse athletic programs. Traditional southern living combined with an air of the Mexican fiesta make Central Texas one of the nation's most desirable playlands.



Featuring THE FAMOUS Highland Lakes Region IN THIS FOLDER

ANYONE CAN AFFORD A VACATION AT ANY OF THE HIGHLAND LAKES.



Always First to Be 100% in March of Dimes



Central Texas Playlands

ANY SEASON

most diversified in the Great Southwest



The Historic Alamo Cradle of Texas Liberty

Finest Golf Courses an All Season Sport Area

Turkey Ranching - A Thriving Industry

Memorial to the Mustangs

To the German Pioneer New Braunfels

University of Texas

Bank Fishing on the Cypress Shaded Ponds