

THE SOUTHERN HIGHLAND LAKES REGION

As the waters of the Colorado pour through Marble Falls Dam (see Northern Region) they enter the "narrows" and on into the steep canyon confines of Lake Travis.

Shaped like an oriental dragon, Lake Travis twists and winds its way 65 miles downstream, where it is abruptly halted and contained by the massive Mansfield Dam, one of the chief attractions

for you to explore. A drive across the dam, which

is over a mile long and as high as a 25-story building, offers a breathtaking view.

From Lake Travis the Colorado enters Lake Austin, 21 miles long, the most historic of the Highland Lakes — dating from 1893, when the old paddle-wheel river boat "Ben Hur" carried sightseers up the lake from Austin. Even today a stern-wheeler makes chartered cruises from its docks near the Tom Miller Dam.

These lakes offer sandy beaches, mysterious canyons, vast stretches of rocky cliffs, and over 500 miles of rugged shore line for you to explore.

The most modern tourist is:

commodations await the guests' choice be side cool little coves or nestled in the deep wooded hills. Hundreds of tourists who once came just to visit have returned to make it their home.

The angles of this region beg of the fighting lakes, offers the crappie, bluegill, and bass, and of course, the catfish and bluegill are prominent. The catfish will find ideal water for small skills to catch — the windmill can count on some frisky sailing and Lake Travis boasts of yachts up to 50 tons.

If you like to sit and soak up the sun's rays or glide through the clear blue water, either of these lakes are good for swimming. Hunters will find in the hills near these lakes some of the best deer and turkey hunting in the country. Fox hunting is good sport in this region also.

Whatever your desires, the most demanding vacationers' wishes can be fulfilled at the Highland Lakes.

MOM, THIS IS REAL LOAFING COUNTRY!

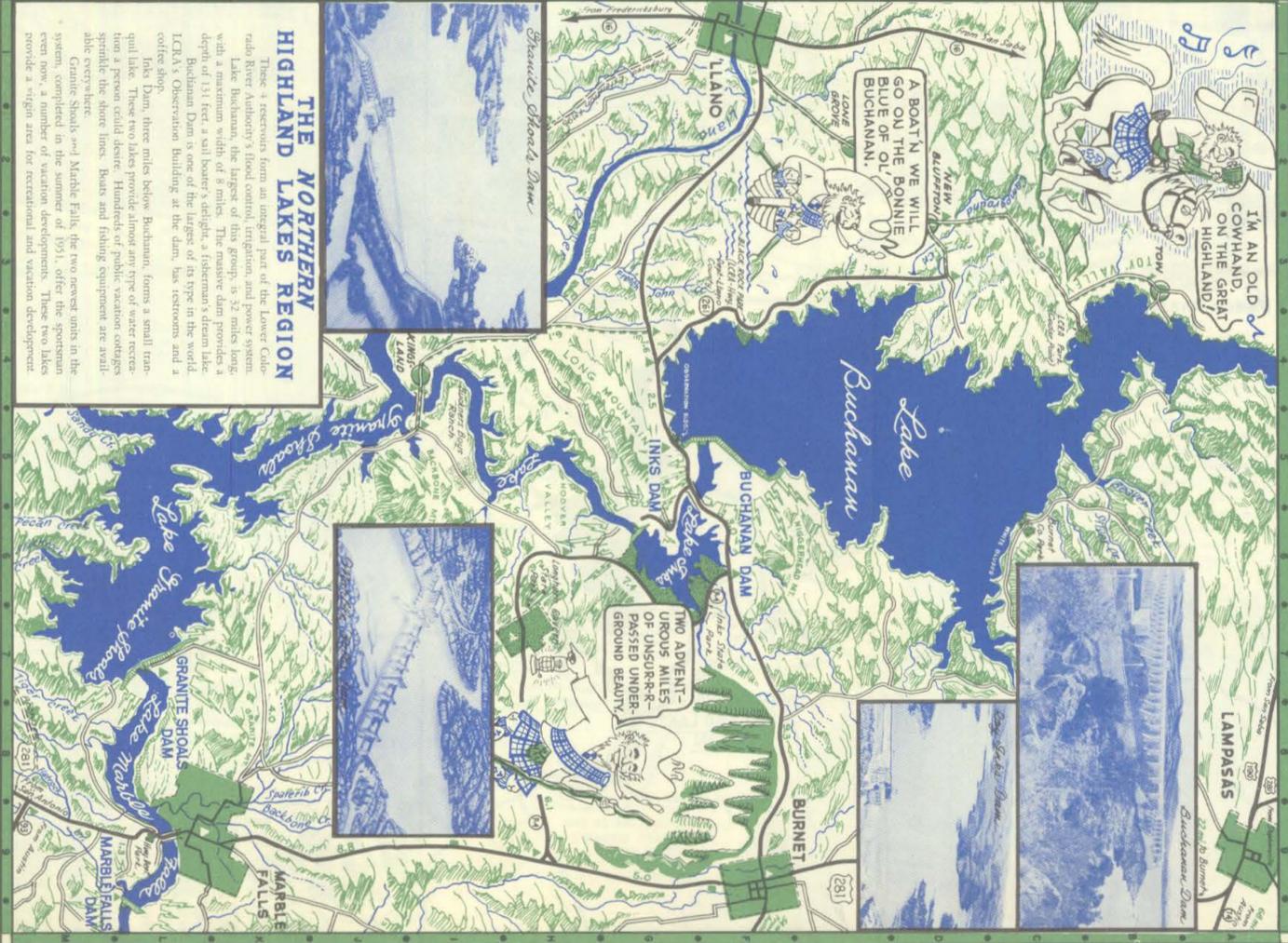
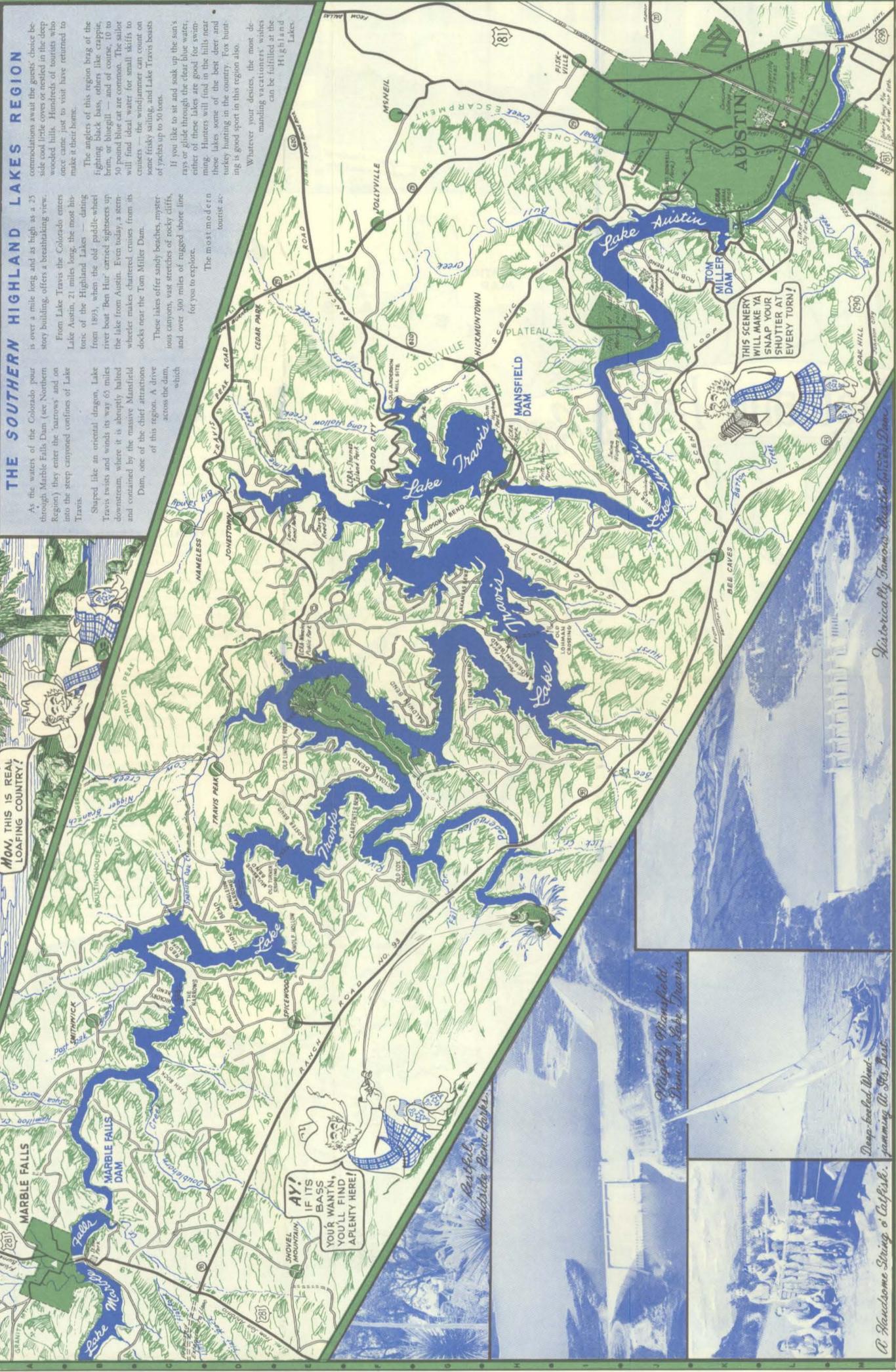
AY! IF ITS BASS YOU WANT, YOU'LL FIND APLENTY HERE!

THIS SCENERY WILL MAKE YA SNAP YOUR SHUTTER AT EVERY TURN!

TWO ADVENTUROUS MILLERS OF UNSURR- PASSED UNDER- GROUND BEAUTY.

I'M AN OLD COWHAND ON THE GREAT HIGHLANDS!

A BOAT'N WE WILL GO ON THE BONNIE BUCHANAN.



HIGHLAND LAKES OF Central Texas

SEAL OR STAPLE BEFORE MAILING

HIGHLAND LAKES
700 Mile Shore Line
A WATER WONDERLAND

We invite you to visit

2¢ Stamp Without Message

HIGHLAND LAKES of Central Texas

THE HEART OF CENTRAL TEXAS — LAND OF OPPORTUNITY!

LCRA
CREATOR OF THE HIGHLAND LAKES

Like Rome—the Highland Lakes were not created in a day. Texans had dreamed for a hundred years of controlling the fickle flow of the sometimes too abundant and sometimes powder dry Colorado River.

The LCRA's six major dams have provided security from floods for thousands of people. It has opened the lower valley to new and rich agricultural benefits through soil conservation and irrigation. Low cost electricity flows to thousands of farms, cities, and industries, and has brought a revolutionary way of life and prosperity to hundreds of thousands.

These LCRA reservoirs form the "Highland Lakes," already famous as Texas' greatest inland water wonderland. There remains unlimited opportunities for resort and vacation developments along many of the 700 miles of shoreline. The combination of low cost labor and low cost electricity are attracting many factories and manufacturers to the cities within the LCRA region, this is indeed a land of opportunity.

With the creation of the Lower Colorado River Authority in 1934 by the Legislature of Texas, this dream came true. Today the LCRA is recognized as one of the most outstanding state owned, self-supporting river developments in the country.

LCRA The LOWER COLORADO RIVER Authority
AN AGENCY OF THE STATE OF TEXAS