

On the front cover is the General Development Plan for CLEAR LAKE CITY the dramatic blueprint for America's newest, totally-planned community --next door to the Manned Spacecraft Center, NASA/Houston. CLEAR LAKE CITY is being built by Del E. Webb Corporation for the Friendswood Development Company.

CLEAR LAKE CITY is the climax of years of experience in city-planning and land development. All the elements for convenient, good living are present in the careful plan for CLEAR LAKE CITY.

In harmony will be built a research park, industrial parks, shopping centers, a marvelous City Center or "downtown" area, other commercial facilities. And there will be residences, spacious, livable, with the creative charm of good design in a wide range of prices. Also, churches, schools, recreation centers, country club and cultural centers.

In short, a busy, prosperous city, whose population in 15 years will be 180,000.

Construction, \$11 million worth, is already underway on a portion of the first phase of development, which comprises almost one-fifth of the area of CLEAR LAKE CITY proper. Lockheed, one of America's great companies, is the first firm to purchase 50 acres in the Research Park. Others are in the negotiation stage.

*date?*

The advertisement on the opposite page recently appeared in BUSINESS WEEK, Aviation Week, Missiles and Rockets, Electronic News, Electronics, and Houston Magazine.