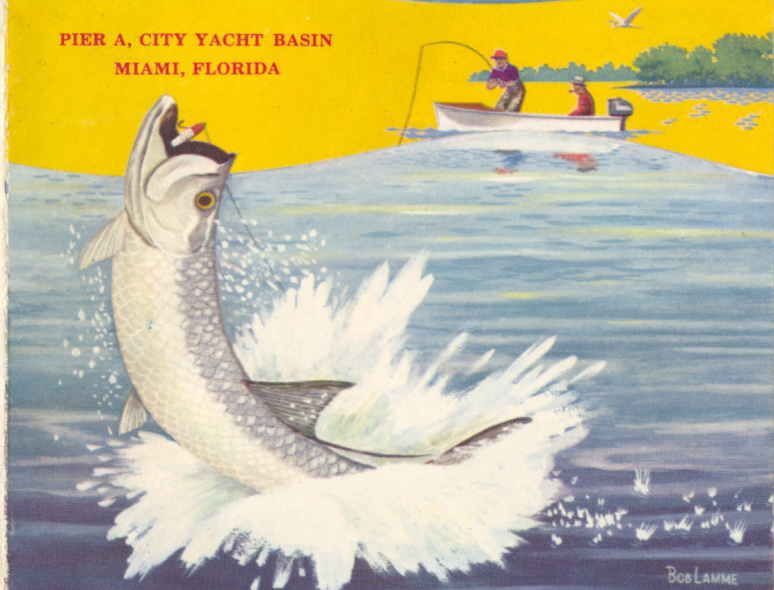


ROD and REEL HOLIDAYS, inc.



PIER A, CITY YACHT BASIN
MIAMI, FLORIDA



BOB LAMME



A Typical Hotel

Here it is . . . as easy as buying a ticket! The kind of fishing you've *read* about...*dreamed* about...planned to do "one of these days" (one of these days, of course, when you have the time to find out how to make all the arrangements, pick the right places, schedule transportation all the way, make hotel accommodations, engage the right guide, boats, and handle all the other details so important . . . and, of course, one of these days when you have the money, all this sounds like it would cost).

So complex does it all begin to seem, and so expensive, that few of the millions who dream, ever live the thrills that await in the nearest of the world's great sports fishing waters.

From amazingly inexpensive trips in the waters of South Florida, the Gulf Stream and Florida Keys, throughout the 70,000 square miles of Bahamas waters, the Caribbean, Gulf of Mexico, to Central America, Panama and down the Pacific Coast of South America to Chile, Rod and Reel Holidays not only takes over *all* the work of planning and arranging, but assures you of the best accommodations from bed and bath to boat and bait.



Fishing on the Flats

Everyone who has fished, especially on overnight or weekend trips, has noted and probably commented on "how good it makes me feel... completely relaxing... there's something about the air and the water... sort of clean and wholesome... makes a fellow feel different."

He *is* different. You can see it in the men, and women too, who spend much of their time outdoors with rod and reel. They're helpful and encouraging to others less knowing and skilled. They'd like to make anglers out of everybody they meet, to share their great pleasure.

Directing the Rod and Reel operation is a man who knows transportation, hotels and fishing from a quarter-century as one of Florida's most prominent hotel operators, Warren Freeman. Freeman is widely known as "Mr. Bonefish." He has caught probably more of the elusive speedsters of the flats than anyone else and must have the unofficial record for non-professional guides in helping his constant parade of friends, guests and visiting VIP's learn the thrill of hooking and fighting the coveted bonefish.



Charter Boat Haven

Now *you* can enjoy the thrill of big-time sports angling via Rod and Reel Holidays package tours. Rod and Reel Holidays specializes in fishing accommodations and enjoys volume rates . . . **YOU CAN AFFORD IT!** Rod and Reel Holiday package tours can be arranged for any length of time. A typical "WEEK-ENDER" from New York to Miami includes the following:

Transportation: Round trip by scheduled airline leaving New York City Friday night and returning New York City early the following Monday morning.

Hotel Accommodations: At the beautiful Biscayne Terrace—Miami's newest, completely air conditioned hotel overlooking Biscayne Bay.

Fishing: All day Saturday on a modern charter boat, deep sea fishing in the exciting gulfstream for Sailfish, Marlin, Barracuda and hundreds of others. Skiff fishing all day Sunday in Biscayne Bay and the reefs and flats of the Upper Florida Keys for Grouper, Snapper, Bonefish, Pompano, Shark and many other varieties. Bait, tackle and guides furnished at all times.

Total Cost: Including round trip air coach transportation, transfer to and from airport, hotel accommodations, charter boats, guides, bait and tackle . . . \$178.64 per person, tax included.



WE KNOW WHERE THE FISH ARE BITING — HERE ARE SOME OF THE AREAS...

MIAMI: The capital of the fishing world with more than 600 varieties of fish, Miami provides every type of angling sport. Deep sea fishing in the Gulfstream for Sailfish, Marlin, Dolphin, Bonito, Kingfish and many others vie for the angler's favor with the flats and their speedy Bonefish... with the bays and passes offering tackle-smashing Tarpon, the swift, slashing Barracuda, the gourmet-delighting Pompano, Snapper, Grouper and Mackerel, to name a very few. Miami also is the hub of a great sports fishing area, extending more than 1,000 miles in some directions.

EVERGLADES: Two hours by Couture "Sea-Fari" west from Miami takes you into the vastnesses of the Florida Everglades and the fabulous Ten Thousand Islands. Fish? Until you get used to it, the guide or someone will have to hold you in the boat. You'll encounter huge Snook, lurking in the shadow of the mangroves... and Tarpon rolling in the passes or ready to pounce on bait or lure in deep pools. There are Channel Bass (Redfish), Spotted Sea Trout, Jack Crevalle and Ladyfish to test the best.

BOCA GRANDE: On Florida's West Coast, Boca Grande claims the distinction of being the Tarpon fishing capital of the world. In addition, Grouper, Mackerel, Jewfish, Pompano, Channel Bass and 30 other varieties of game fish abound.

LAKE OKEECHOBEE: Fresh water fishing in Florida, too. Within two hours of Miami, the Great Lake Okeechobee, Kissimmee River, and adjacent waters, make up one of the world's greatest Largemouth Black Bass fishing grounds.

FLORIDA KEYS: Stringing out for 150 miles south-southwest from Miami, the world-famous Florida Keys offer top fishing around the year, via Couture "Sea-Fari" or Charter Plane. Here you have your choice, minutes from a single location, of just about any kind of salt water fishing you want. Across the flats you may hunt the elusive Bonefish, taking time out, perhaps, to watch or catch many varieties of Shark. In the deeped shallows are found Snook, Channel Bass, Ladyfish, Jack, Permit and Tarpon. Just hundreds of yards away, the storied reefs of "Wrecker" days are alive with big Snapper, Grouper that run to tackle-busting size, Yellowtail and, wherever fishing is good, you often must battle big Barracuda to land your catch. And, of course, always there is the Gulfstream, just beyond the reefs, with its Marlin, Sailfish, Dolphin, Kingfish and other giants of the deep water.

BIMINI: A short plane flight or a few hours by boat from Miami, Bimini rides Gulfstream waters famous for Marlin and teeming with Amberjack, Bluefin (Giant) Tuna, Wahoo and the other natives of this great "River in the Ocean."

BAHAMAS: Just an hour by air from Miami, the Bahama Islands cluster in waters as clear and beautiful as any in the world... and as full of fish as anyone could ask. Here the angler can watch Yellowtail, giant Snapper, Sea Trout or Jewfish weighing hundreds of pounds take the bait and fight the life-or-death struggle. Also on constant tap is the

VARADERO, CUBA: Forty-five minutes by air from Miami, this paradise is famous not only for its wonderful beach and ocean bathing, but for its Marlin fishing. And, like the rest of this **ROD AND REEL HOLIDAYS** fishing world, there are plenty of other salt water varieties.

ISLE OF PINES, CUBA: A half-hour by air from Havana, the Isle of Pines is becoming widely known for the fabulous fishing found in its rivers and the surrounding ocean. Some of the world's best Bonefishing is found on the flats. Verily, even tireless bonefisherman Ted Williams laid down his fly rod after just one day . . . and 40 Bonefish.

BRITISH HONDURAS: Beautiful Belize is the center of some of the finest salt water fishing available. The excellent Tarpon fishing is so irresistible that it's frequently difficult to find time to fish for the many other game fish such as Bonefish, Snook, Snapper, Kingfish, Mackerel and Grouper that are plentiful in these waters.

COSTA RICA: With coasts on both the Caribbean and the Pacific Ocean, Costa Rica can easily be termed a fisherman's paradise. Fish of all species, namely Corbina, Snapper, Barracuda, Mackerel, Jack, Tuna and Sail, are available the year around. Boats hired for deep sea

fishing always can be secured at Puntarenas on the Pacific side and Limon on the Atlantic side.

PANAMA: In the Panamanian language the word "Panama" means "abundance of fish" and Panama lives up to its name with excellent fishing grounds on both the Pacific and Atlantic side of the Canal. There is also famous Pina's Bay where Black Marlin and Sailfish run twice the size of their brothers in the Atlantic. Tuna, Wahoo, Dolphin and Bonito, to name a few, are abundant in nearby waters. And for fishermen who take their fishing seriously, the Annual Marlin and Sailfish Tournament is a must.

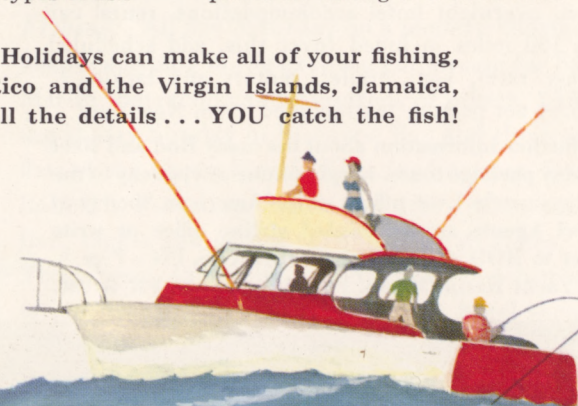
PERU: Here, down the Pacific Coast of South America, the fishing picture takes a change, and offers new variety. In the deep Pacific waters off the northern Peruvian Coast near Cabo Blanco, great Black Marlin and Broadbill Swordfish and Pacific Sailfish run to world record size. Indeed, as some of the world's leading anglers will assure you, they run far beyond present records . . . "too big to hold." In Southern Peru, in the many rivers leading into Lake Titicaca, is Rainbow Trout fishing as fine as any in the world.

CHILE: Chile is like Peru in that there are two distinctly different types of fish-

ing available. Deep sea fishing is at its best, especially for Swordfish, off the coast near Iquique. A world's record Swordfish was caught here in 1953. Yellow Fin Tuna, Oceanic Bonito, Mako Shark and Dolphin provide variety for the deep sea angler. The lakes of southern Chile offer some of the finest fresh water fishing in the world.

ARGENTINA: Through the courtesy of the country's friendly land owners, fishermen are given the freedom of the many lakes and rivers on all of the haciendas. Although the seasons are reversed in Argentina, (colder toward the south—warmer toward the north), you'll find two excellent types of fishing . . . the "Dorado" and the Lake district. Dorado offers some of the finest fresh water sport fishing anywhere in the world, more thrilling than salmon or trout the same size. September and October are best for the big Dorado, with 35 pounders common catches in the Parana River in Corrientes Province. The Nahuel Haupi National Park is well known throughout the world as having the finest landlocked salmon and trout fishing. The area is dotted with swift, clear mountain streams and lakes and there is an excellent network of roads which enables you to reach the best places for fishing in a short time.

In addition to the areas listed above, Rod and Reel Holidays can make all of your fishing, traveling and living accommodations in Puerto Rico and the Virgin Islands, Jamaica, Grand Cayman, Haiti and Mexico. They handle all the details . . . YOU catch the fish!



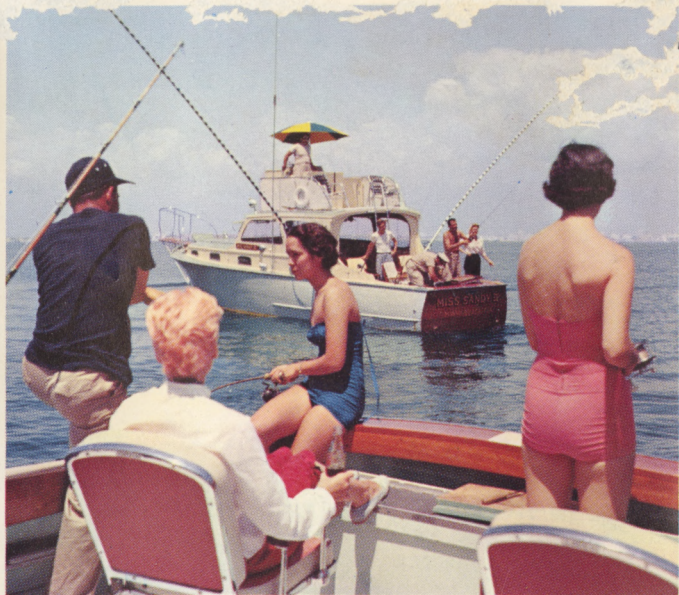


For those who want to fish only in Florida, exclusive arrangements have been made with Couture Rent-A-Car for the "Sea-Fari." It is a combination of four-door 1957 sedan; one-man operated boat trailer; 16' molded fibre glass non-sinkable fishing skiff; two 1957 Evinrude Motors; complete U.S. Coast Guard equipment specified for small boat safety; additional comfort equipment such as thermos jugs, insulated food containers; complete fishing tackle—rods, reels, tackle box (for a party of four) selected by Ted Williams. The use of this combination permits fishermen to enjoy fishing in various parts of Florida and the Keys in the same boat without making any transportation arrangements. Boats are available in major resort cities throughout Florida. The car, with boat and trailer attached will meet you at the airport upon arrival.

Total Cost: Including round trip air coach transportation, overnight hotel accommodations, rental car with 150 miles included (over this, add scheduled mileage rate), boat, trailer, motors and tackle . . . \$185.54 per person, tax included, from New York.

For further information about the many Rod and Reel Holiday package tours, simply phone or visit any of the approximately 1,400 offices of the American Society of Travel Agents, any scheduled airline office or write direct to ROD AND REEL HOLIDAYS, INC., Pier A, City Yacht Basin, Miami, Florida — Phone FR 4-7086.





PIER A, CITY YACHT BASIN • MIAMI, FLORIDA

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