

FISHING and BOATING

are Excellent all year long!



If you're a devoted fisherman, it won't take you long to discover that excellent fishing, both fresh water and marine, abounds in British Honduras. Cast your line into inland rivers or coastal waters and you can hook onto any one of an exciting variety of species common to the Caribbean Area. Glide up the Belize River for fine tarpon, snook or jack crevalles. Along the way you'll see many of the natives hauling in big ones with only modest handline gear.

Or, if you are an old hand at salt water fishing, the coastal areas and hundreds of offshore cays and channels promise adventure and challenge. Here you will discover the real "trophies" of the deep such as "ocean pipers" (sail-fish), marlin or barracuda. Other important varieties you'll want to try your luck at include blackfin tunas, kingfish, snappers, grouper and Spanish mackerel.

Finding the right fishing spots will be no problem, for there are fully-equipped charter boats, reasonably priced, to take you there.

British Honduras, in the heart of the Caribbean, assures you fishing abundance, excitement and variation throughout the *entire* year. Your weekend or vacation of exciting Caribbean fishing is only 3 hours and 50 minutes from Miami.



A surf fisherman beaches a fine snook. You will enjoy the variety of fishing available on the coast as well as along inland rivers and streams.



Coastal cays offer superb waters for sailing. Enchanting white sandy beaches on the offshore islands are excellent boat-resting points for swimming and picnics.

British Honduras

*A Natural Paradise
In Easy Reach*

ONE of the first things you'll notice when you look at a map, is that the Crown Colony of British Honduras is a Caribbean coastal country in almost the exact center of the Americas. With this ideal location, it could one day rival other Caribbean areas, including our own Florida! For here you'll find the same marvelous climate; the same fertile land; and the same sky blue waters with the abundance of

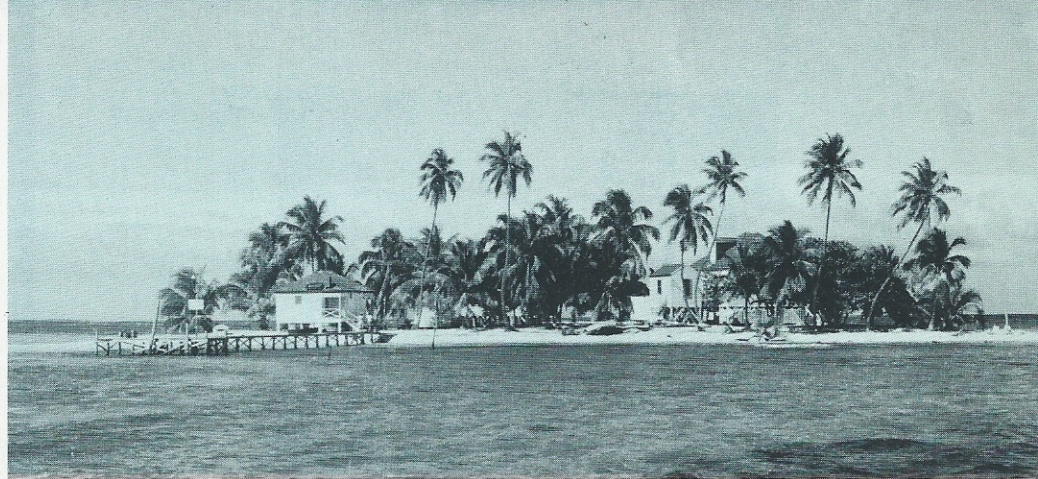
game fish that is the fisherman's delight. In short, British Honduras has only to be "discovered" by the thousands of North and South Americans who come each year to the vast Caribbean playground. Already, Belize, the capital, boasts a new first-class tourist hotel, the Ft. George.

Here you can charter a boat—power or sail—that will take you to nearby waters where giants of the deep abound. If skin diving

is your sport, you'll find expert guides ready to show you an under-sea world along the off-shore barrier reef, second only to Australia's Great Barrier Reef and unequalled in exotic marine beauty. And when you seek merely the loveliness and peace of a tropical isle, there are the innumerable coral islands, known locally as cayes, just a few miles off the coast.

Finally, you'll want to see the fascinating ruins of the classic Mayan civilization just a 2½ hour drive from Belize. (see opposite side). All of this is now 875 air miles from New Orleans, 776 from Miami (regular scheduled air service from Miami and New Orleans is nonstop) and 720 miles from Mexico City . . . closer by far than the distance from New York to Miami!

For an unusual and inexpensive vacation—away from holiday crowds and glitter, British Honduras awaits you!



Sergeant's Cay—one of many islands just a few miles off British Honduras. Her Royal Highness, Princess Margaret vacationed here in 1958.

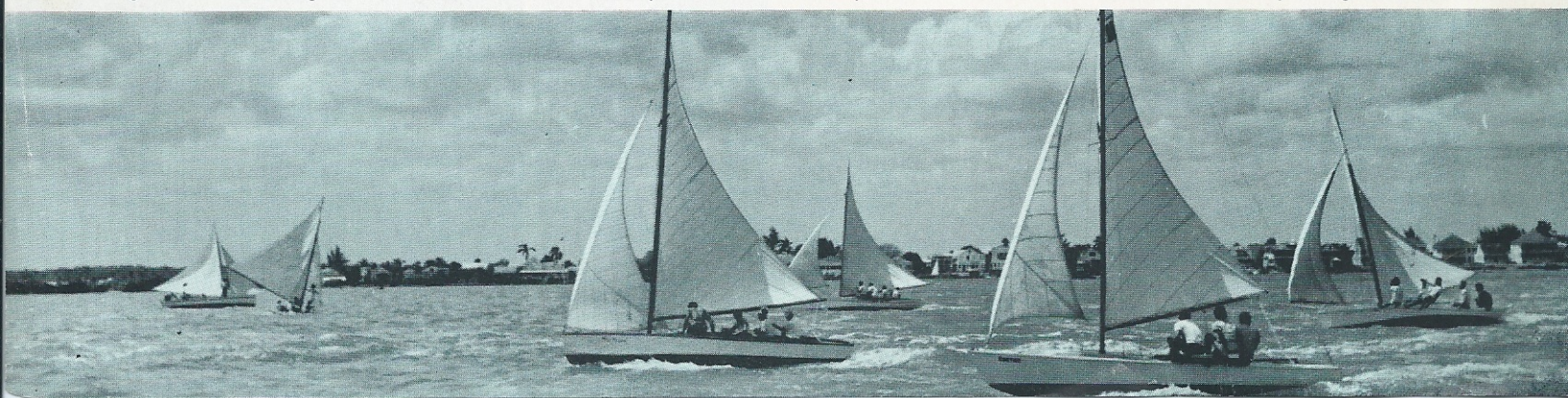


Entrance to beautiful new Fort George Hotel in Belize. Hotel offers every modern convenience.



Here you can relax on sunny terrace next to Hotel's private pool.

Regatta of small sailing boats off Belize. Boats shown are a product of local industry, and are well known for excellent craftsmanship throughout Caribbean.



BRITISH HONDURAS

A Country in Easy Reach



British Honduras, on the Caribbean, is a beautiful spot for your next vacation. It's off the beaten track, yet surprisingly easy to reach. You can fly, go by boat, or actually drive!

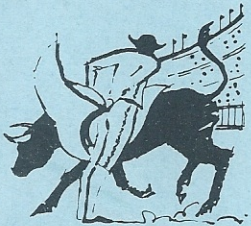
FLY THERE BY SCHEDULED AIRLINES



TAN Airlines offers you direct service from Miami to Belize in only 3 hours and 50 minutes. Flights leave daily except Tuesdays and Sundays. Fare is just \$99 round trip.



TACA International Airlines flies you direct from New Orleans. You arrive in Belize, the charming capital of British Honduras, in just three hours and 15 minutes after you board a TACA Viscount. Flights leave Wednesday and Saturday. Round trip fare is approximately \$130.



B.W.I.A. (British West Indian Airways) will fly you from New York or Miami to Belize via Kingston. There are daily Viscount flights to Kingston and one flight each week from Kingston to Belize. Approximate flying time is 3 hours to Kingston and 2 hours 50 minutes from Kingston to Belize.

GO BY BOAT

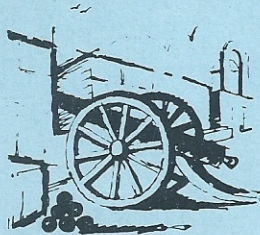


Weekly passenger ship service is offered by the United Fruit Company freighter boats from New Orleans. Four to 6 passengers can be accommodated in double cabins with private bath and shower. The 3-day sailing fare to Belize is \$120 one way and \$216 round trip.



OR MAKE AN EXCITING TRIP BY CAR

A driving tour to British Honduras promises you a wealth of interesting cities and historical attractions to make any vacation excitingly different.



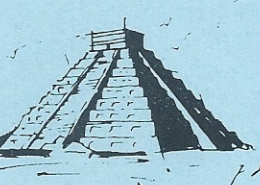
Leaving the U. S. from San Antonio, Texas, Route 81 takes you to Laredo and across the Rio Grande.



IN MEXICO, you follow highway 85 to Monterrey and on to Mante. At Mante, Mexico, you may choose the route to famous Mexico City or highway 80 to charming and beautiful Tampico on the Gulf of Mexico. Then on to Veracruz where you will enjoy the historic beauty of the Fortress of San Juan de Ulua before continuing on along the coast to Coatzacoalcos, and Campeche. (Like some, you may prefer to ship your car by railroad from Coatzacoalcos, to Campeche because roads are not the best between these two cities at the height of the rainy season. However, this is inexpensive and easily arranged.)



You will particularly enjoy the picturesque port of Campeche with such special historic attractions as the Spanish Castle of San Carlos and the Fortress of San Juan. Built during the 16th Century, they were stormed and taken again and again by the galleons of Hawkins, Drake and Henry Morgan. Yet both are as well preserved and beautiful today as they were 300 years ago when buccaneers roamed the southern reaches of the Spanish Main.



BEFORE LEAVING MEXICO AND YUCATAN, you may want to drive to Merida and on to the famous temples at Chichen-itza. If not, route 307 between Campeche and Merida will lead you directly south into British Honduras at Corozal.

IN BRITISH HONDURAS, Corozal will please you with its attractive setting on a wide, shallow bay with coconut-lined shores. Corozal is linked with the capital of the Colony, Belize, by a good all-weather road. In Belize you will want to stay at the lovely new Fort George Hotel, on the beautiful shores of the Caribbean.

ONCE YOU ARRIVE AT BELIZE . . .

It is an easy drive to Caribbean Acres from Belize either by private car or taxi. You can take a side trip to the famous Mayan temple, Xnantunich. Here, you'll discover the remains of an ancient civilization that mysteriously disappeared centuries ago. To round out your vacation, you may want to try deep sea fishing in the Caribbean, or boating and swimming among the lovely off-shore cays.

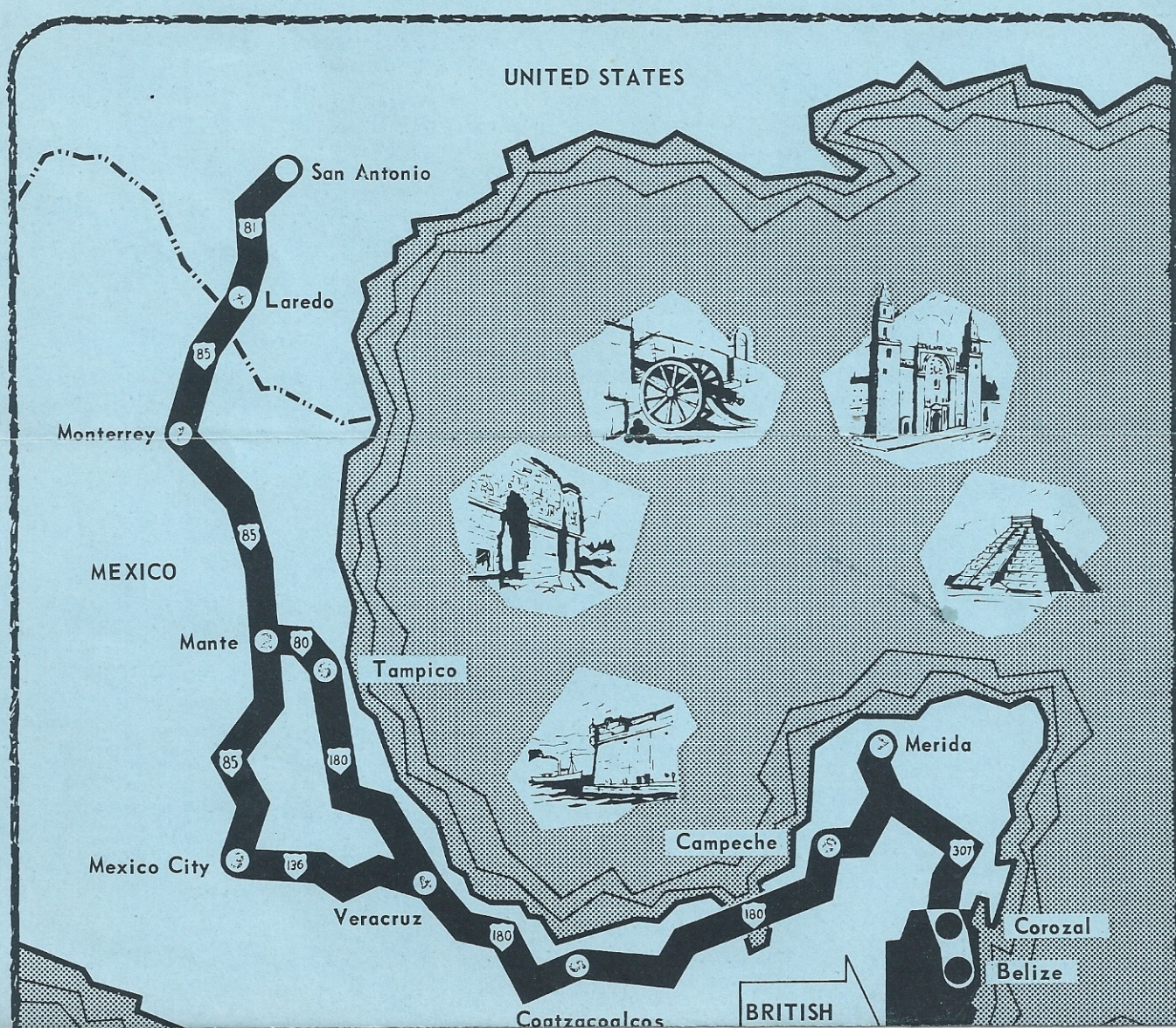
A new tropical world of natural beauty is yours -- just a short distance away -- in British Honduras on the beautiful blue Caribbean.

Contact your travel agent for further details. A map of Mexico and British Honduras may be obtained by writing: Foreign Department, ESSO Touring Service, 15 West 51st Street, New York 19, New York.

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BRITISH HONDURAS



CARIBBEAN INVESTORS' REPORT

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No. 2

Caribbean Acres Response Overwhelming. As predicted in July's "Caribbean Investor's Report," Caribbean Acres No. 2 in British Honduras is selling rapidly, following its first nationwide advertising program. The 5, 10 and 20-acre tracts of fertile land -- well located in the productive Caribbean area -- are drawing the attention of profit-minded investors everywhere. Many acres of this virgin land have already been sold, and sales are expected to soon surpass the investment demand which sold out Caribbean Acres No. 1 in one month.

Economic Growth Expected Through the "Big 6" -- timber, citrus, sugar, cattle, cacao and tourism. These six growing industries continue to spread new wealth throughout British Honduras, providing more and better jobs for workers; and increasing opportunities for related industries.

Bright Outlook for Sugar Industry. Government authorities are probing chances for a U. S. Sugar quota award. Following President Eisenhower's 856,000 ton slash of Cuban sugar exports, the prospects appear good. Can growers and investors are eager to increase this three-million dollar business, now up 10 times over 1956 crop value.

Predictions for Citrus Industry Surpassed. British Honduras land expert and archaeologist A. H. Anderson said in 1957 that locally grown citrus would match any in the world. Today, the British Citrus Research Team reports, "British Honduras soil and climate conditions superior to even that of Florida." Currently, the British Government is offering a loan for expansion of this industry.

Timber and Grass -- Twin Pillars for Prosperity. British Land Use Survey Team found subsoil here excellent for grass, mahogany, cedar and sapodilla ... "Around these two export pillars alone could the house of prosperity be erected." One reason given is that limestone and magnesium, self-food building reagents for soil, are abundant in mineral distribution.

St. George's Cay Celebration set for early September. Each year the people of British Honduras gather in their native costumes to celebrate the Battle of St. George's Cay. This last attempt of the Spanish to conquer the territory was shattered by the early English settlers in 1798, and is considered today as one of history's glorious episodes. The Spanish met their defeat at the hands of "Baymen," the first settlers who had given up their high-sea buccaneering life for one of woodcutting. The settlement masterfully defended their beloved land and since the battle of the Cay, the Colony has lived in peace. Even today, "woodcutting" of mahogany is one of the chief industries in British Honduras.

"LAND IS THE BASIS OF ALL WEALTH"

* * *

Weather Report for Caribbean Acres. Present temperature mild to warm -- humidity 75%. Weather conditions throughout the year are uniform and stable with average temperature 72 degrees F. -- increasing during warm months between May and September. Coolest period exists from November to January, with lowest recorded temperature - 50 degrees F. Southeasterly tradewinds prevail at five to ten mph. Average rainfall is 35.61 inches most of which falls during the summer months.

* * *

"Land of the Gods," proudly sung in British Honduras. 170 miles from north to south -- 80 miles from east to west, the Colony stands on the fertile rim of the Caribbean. People of many cultures exhibit pride in working their land and in the agricultural products they produce. Creoles, descendants of original settlers, live along coastal areas. To the south, sturdy Caribs with a tradition of the sea, retain customs acquired in early days of settlement. In north and west, Spanish and Maya Indians predominate. Further to the south, the peaceful Maya and Kekchi Indians wear traditional costumes and follow a life that dates back to the time when Cortez first crossed the southern boundary. Today, tradewinds of progress blow a better and more prosperous economy to all of the Colony's people.

* * *

Progress in Education. British Honduras Agricultural Department reports it has inaugurated special courses for the coming school year. Eighteen students, selected from all over the Colony, will attend government-sponsored lectures on soils, botany, crops, livestock breeds, animal husbandry and biology.

New Wesley College formally opens in Belize. At an official ceremony in July, the recently completed Liberal Arts College was declared open by His Excellency the Governor, Sir Colin Hardwicke Thornley.

University College of the West Indies announces nine-month course in Public Administration to begin this fall. The course is designed for administrative and technical personnel of Governments in British Honduras, British Guiana and the West Indies.

Y.W.C.A. of British Honduras will open its new \$55,000 headquarters in September. The new "Y" will include boarding and lodging accommodations at reasonable rates to women working and visiting in Belize.

* * *

Beautiful Humming Bird Highway -- A spectacular construction project by the Public Works Department of British Honduras -- joins Stann Creek Valley with north and west of the Colony. Costing approximately two-million dollars (B.H.), this all-weather highway bridges rivers and cuts through mountain slopes, opening up potentially rich lands previously penetrated only by the timber-getters.

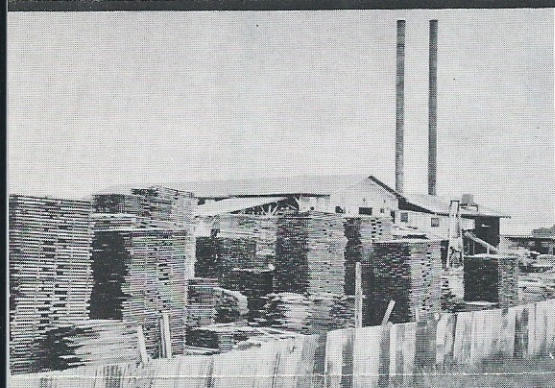
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Share this Virgin Land Investment Opportunity with a friend by filling in attached request for Caribbean Acres information.

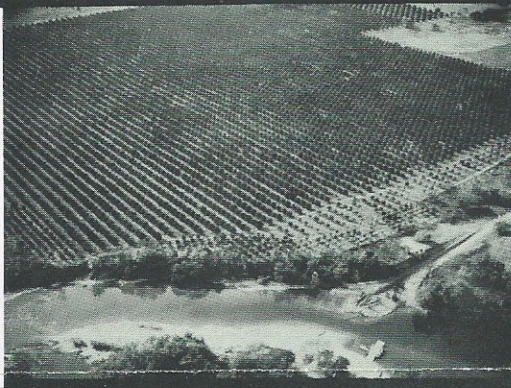
BRITISH HONDURAS

...a bright future
for
AGRICULTURE
and **INDUSTRY**
assured by
Natural Wealth

These youngsters will learn modern techniques for more productive farming and forestry along with the three "R's." Each year teachers are selected to attend overseas training programs in specialized fields.



Lumbering, major industry in the Colony. Some 29 saw mills throughout British Honduras serve the rich forests of mahogany, rosewood and pine.



Well-cared-for groves produce large quantities of oranges, grapefruit and other large export items of the Colony.



Fertile land raises bananas, cane and a wide variety of vegetables. Agriculture is aided through Colonial Development Program.

Just as it was three centuries ago, lumbering is still a major British Honduras industry. And leading the list of forest products is mahogany. Even today, your best furniture is fashioned from this beautiful hardwood, and chances are it came from British Honduras.

In addition, the Colony produces thousands of feet of pine lumber (one of the Colony's leading exports), and a wide range of cabinet and building woods.

Other products which may be grown for export include citrus, bananas, pineapples, sugar and cocoa, plus a wide variety of vegetables for the home market.

If you go in for cattle ranching, the Colony also provides excellent pasture lands. Should you want expert help, there are modern experimental farms, where new methods and new breeds are continually tested under local conditions.

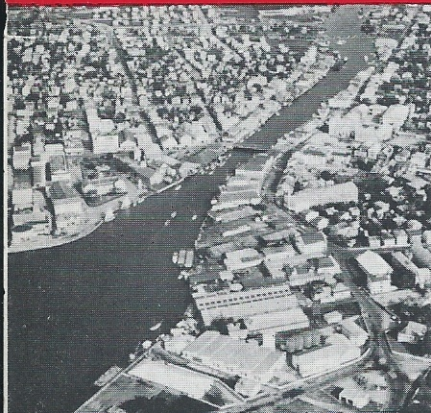
Industry, as you'll discover, is tied closely to the Colony's forestry and agricultural production. But as the country expands, so will the need for many other industries in British Honduras. Here again, the future for this Caribbean country holds great promise. And wise investors like yourself are recognizing the opportunity to share in this future.

150 years of Trouble-Free Government

British Honduras, Crown Colony and proud member of the British Commonwealth of Nations, once sheltered marauding pirates who were the scourge of the beautiful Caribbean Sea.

If you could step back in time to the 16th Century, you would find some of the blackest names in history hiding from the King's ships among the coastal cayes and tricky channelled shores. But a drive to rid the seas of buccaneers in the Caribbean eventually restricted their activities altogether. And in 1638, these same swash-buckling privateers formed a settlement at the mouth of the Belize River and turned their attentions to the more peaceful pursuit of logging. They called their territory, strangely enough, "Settlement of English Woodcutters in the Bay of Honduras." Later on it was abbreviated to "English Settlement of Honduras" and in 1862 it became simply the Crown Colony of British Honduras.

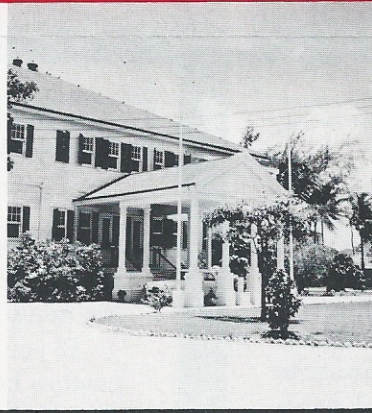
Since that time, the Colony has enjoyed all the benefits of a stable government under the crown. It has meant a rule of laws and not of men. It has also meant respect for property and the rights of the individual. Thus British Honduras shares with us the heritage of government which made America great.



The first settlement of 1638 is now the thriving capital of Belize. Here, where early buccaneers once sought protection and food, stands a modern city of 40,210.



Her Royal Highness Princess Margaret visited British Honduras in 1958 to observe the progress resulting from the government's Colonial Development Program.



The stately Governor's Mansion in Belize symbolizes the stable government which has been enjoyed by the Crown Colony of British Honduras for the past 150 years.



The new Belize Airport in British Honduras receives direct prop-jet and regular air service from Mexico City, New Orleans, Miami and Jamaica.