

**Hello Amigos!**

**This is an article published in LIFE magazine on October 9th, 1950. It is probably the first ever article about Mazatlan sportfishing on a major international magazine. The article portrays the story of a group of californian business men on a fishing trip down to our beautiful city. It gives some very interesting information about Mazatlan in that time: prices, fishing calendar and a brief comparison to other popular resorts like Guaymas and Acapulco (Cancun or Cabo were not even on the map yet!).**

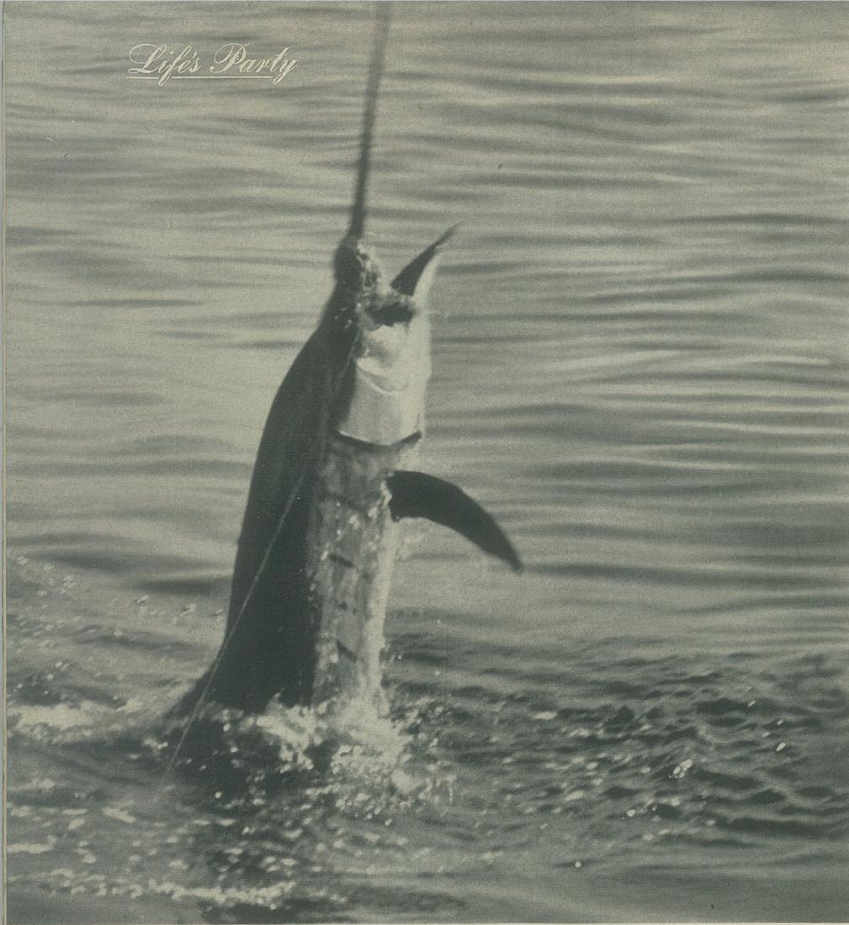
**Although the name “Flota Bibi Fleet” is not mentioned in the text, on page 159 (4th) you can see a fighting chair with the word BIBI on it. Possibly one of the earliest boats in our company.**

**We hope you enjoy this article as much as we did when found it, by chance, in the internet.**

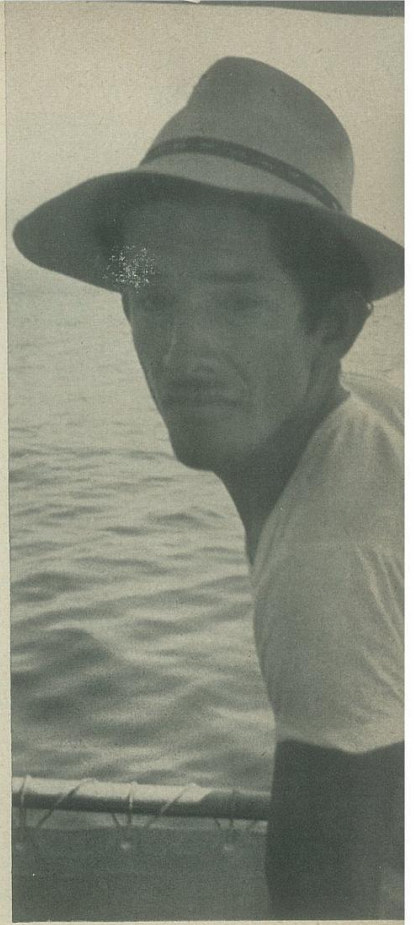
**Sincerely,**

**FLOTA BIBI FLEET**

*Life's Party*



HOOKED SAILFISH LEAPS HALFWAY OUT OF WATER IN DESPERATE TRY TO BREAK FREE



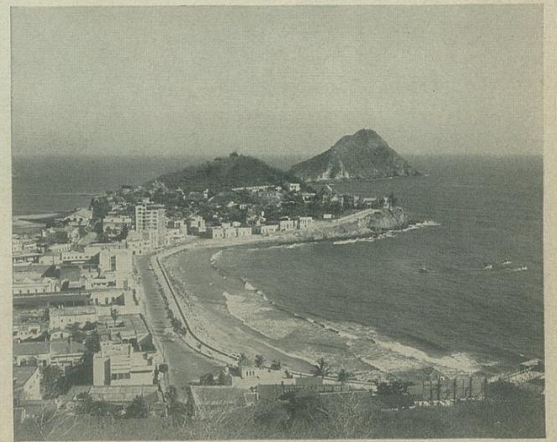
BLASÉ CREWMAN WATCHES CAMERA AS



SAILFISH SPOTTING takes up the leisure time of California fishermen before they go out to the fishing grounds. They counted 14 fish from the hotel balcony.

## *Fisherman's Paradise*

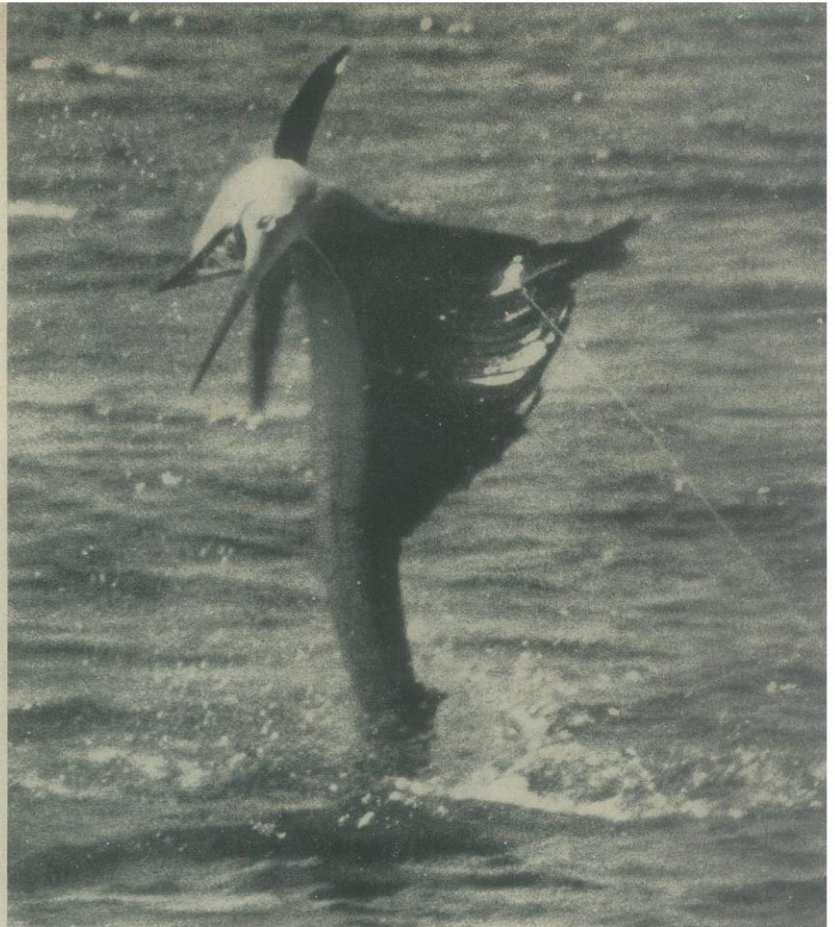
WHOPPERS ABOUND OFF MAZATLÁN



MAZATLÁN, a city of 25,000, has good fishing throughout year. When weather is too hot for the "gringos," natives go out anyway, not for sport but for food.



**BIG FISH MAKES A SPECTACULAR JUMP**



**DANCING MADLY ON ITS TAIL, ANGRY FISH FLARES SAIL AND TRIES TO SHAKE OUT HOOK**

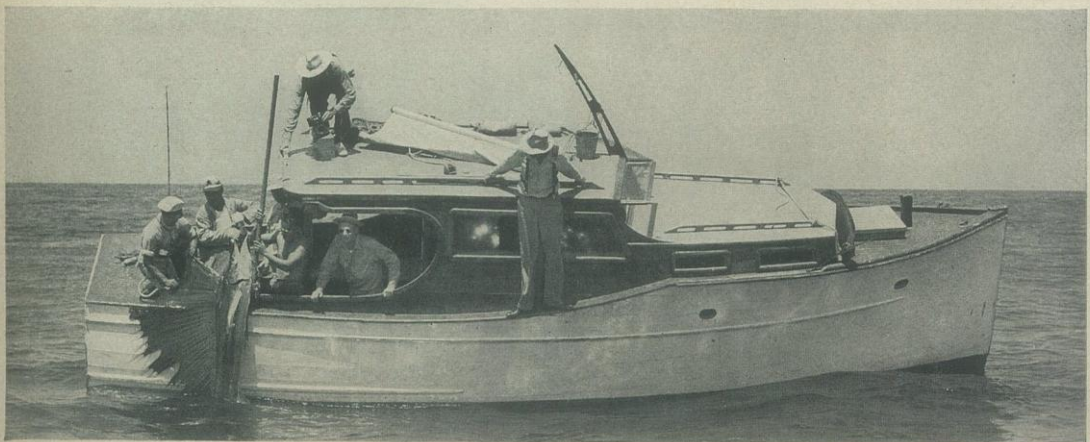
All year round the waters in the Gulf of California off the town of Mazatlán are full of either sailfish or marlin. In early spring, when the marlin are going out, the sailfish come in and in autumn, when the sailfish leave, the marlin are back again. With the big-game fish crowding into Mazatlán, an otherwise sleepy Mexican city that lies some 600 miles south of the U.S. border, it has become known as a piscatorial paradise. All that the eager angler needs there is a boat, a rod, a thorough coating of sunburn

lotion, and the fish practically fight for his hook.

Although the fishing itself is superb, there are other factors which help account for Mazatlán's increasing popularity with U.S. fishermen. Unlike the plush resorts of Acapulco and Guaymas, Mazatlán lies off the main transportation routes and there are relatively few tourists cluttering up the town. Consequently the prices are remarkably low. A night in one of Mazatlán's two hotels costs the U.S. equivalent of 75¢. A fishing boat, complete with bait, tackle

and a four-man crew, costs only \$3.49 per hour.

Recently LIFE Photographer Peter Stackpole went down to Mazatlán to spend a fishing weekend with a dozen businessmen from California. In the three fin-filled days that followed, a few of the whoppers got away. But when the weary and sunburned fishermen boarded their plane for the six-hour flight back home, they had an abundance of fish-story material. Their total catch: 24 sailfish and one marlin, almost all of them weighing well over 100 pounds.



**AFTER HALF-HOUR BATTLE, a 6-foot-long, 125-pound sailfish is dragged aboard leaning boat by crew and excited fishermen. The owner of the boat, a San**

Francisco-born Mexican named Luis Patron, has only five boats in his fleet. But business in Mazatlán has been so good he intends to increase fleet next year to 10.

# PLAY SAFE

Who gets the black eye? The unprotected player.

Which engine takes a costly beating? The engine without an efficient oil filter.

Play safe! "Dirt-Proof" your engine oil with an AC Oil Filter or Element.

Dirty oil clogs piston rings and valves—wastes fuel and oil—wears out moving parts.

And dirt gets in your oil every mile you drive—so you can't keep it out by merely changing oil.

You can get "Dirt-Proof" protection from any AC dealer who displays the picture below—a better AC Element for your present filter—an efficient AC Oil Filter if you have none.

See him today—and "Dirt-Proof" your engine oil.



## Dirt-Proof

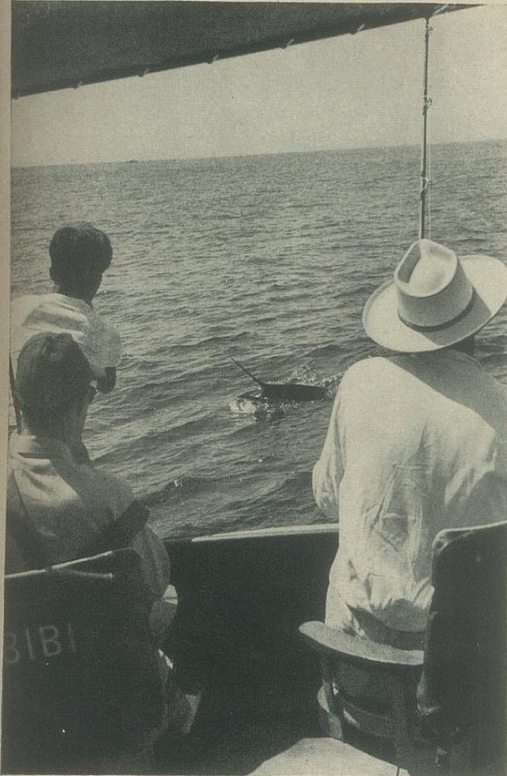
YOUR ENGINE OIL



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*Fisherman's Paradise* CONTINUED



WEARY FISH is brought close to boat as crew member prepares to help land it. During the hour-long struggle sailfish took bait of both fishermen in picture.



BEATEN FISH is pulled quickly aboard the boat by gloved crew member. After this he will then stun it by hitting it on the head with a heavy iron pipe.

CONTINUED ON NEXT PAGE

Are they  
really  
good?



"You  
can  
bet  
they  
are,"

says

HUGH

BLINE,

your

barman

in a

bottle!



■ Gentlemen, scholars and judges of fine liquor agree that ready-mixed Heublein cocktails are, to be quick about it, *perfect!* Finest quality, masterful blending, and the thorough inter-marriage of ingredients make them *really* smooth. Get the Heublein habit. *Serve better cocktails—with less work.*

Eight kinds, including:

MANHATTANS, 65 proof  
EXTRA DRY MARTINI, 65 proof  
OLD FASHIONED, 70 proof  
GIBSON, very, very dry Martini, 75 proof

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**HEUBLEIN'S**  
*Club*  
**COCKTAILS**



Your shoe repairer  
and

**CAT'S PAW**

non-slip Rubber Heels & Soles

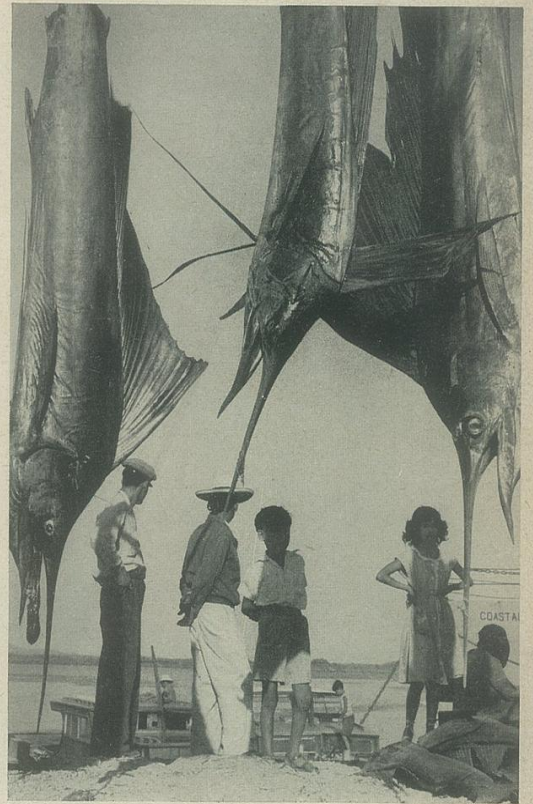
Shake hands with this great money-saving pair: Your shoe repairer with his ultra-workmanship — and famous CAT'S PAW rubber heels and soles with their 9 lives of wear, 9 lives of comfort and 9 lives of non-slip protection! Don't accept substitutes . . . insist on genuine CAT'S PAW, the original non-slip, twin-grip rubber heels and soles! See your Cat's Paw shoe service man right now!

Cat's Paw Rubber Co., Inc., Baltimore 30, Md.

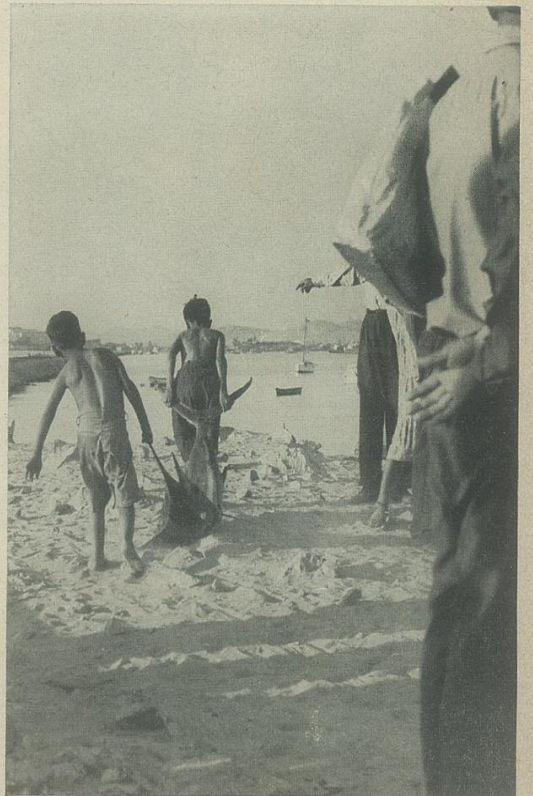


Also makers of CAT-TEX, the "sole" of economy.

*Fisherman's Paradise* CONTINUED



**THE CATCH** is strung up near the dock for the inevitable trophy picture. The three-day haul of California fishermen weighed more than 2,500 pounds.



**FISH DINNER** is dragged off by two native boys. Because there is no way to ship fish home and no taxidermist in Mazatlán, fishermen give away catch.