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Abundance is the word for fishing and hunting in Mexico.

Referred to as the "Last Frontier" by many of the world's sportsmen, Mexico is the only place in North America where an endless variety of game can be found in large quantities.

For the deep sea fisherman there are marlin, sailfish, and tarpon, to mention a few. Trout and bass are plentiful in streams and lakes. The gunner has his choice of deer, wild boar, tiger, lion, puma, panther and bear, to say nothing of wild turkeys, ducks, geese, doves, pheasant and quail.

All this, and much more, is within easy reach of the sportsman via American Airlines, the only United States air carrier providing direct service to Mexico. Once there, the sportsman can pick out the game of his choice and go after it with confidence and certainty that it will be available.

Proof of this is seen in the additional equipment being brought into Mexico by Americans on visits south of the border. There was a time when the tourist came solely for the scenery and climate, outfitted with vacation togs and cameras. Today more and more tourists are packing fishing tackle and hunting rifles.

Deep sea fishing is at its best in the Gulf of Mexico off such places as Veracruz in the south and Tampico further up the coast. Red snapper, pompano, red grouper, sea bass and yellow tail head the list, while sailfish, croaker, palometta and jewfish are plentiful.

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The most popular spot on the Pacific side is Acapulco, where sailfish and marlin predominate. Also available there are dolphin, pompano, tuna, bonito, mackerel, red snapper and amberjack. Further north, Mazatlan and Guaymas are the outstanding spots.

The best stream fishing in Mexico is to be found in rivers flowing to the Gulf of Mexico. The brighter colored flies are recommended, as the insect life is anything but dull, and more plentiful than in the U.S. A willingness to experiment and a well assorted flybook go hand in hand.

Best bet for a full scale "expedition" is through affiliation with the International Hunting and Fishing Club, Bura de Mexico, Revillagigedo 24, Mexico, D.F., which has six camp sites ranging from 100,000 to 400,000 acres.

Two of the camps are in the north in the States of Chihuahua and Coahuila. Three others are in the State of Tamaulipas, in an area bounded by Tampico, Victoria and Monterrey. The sixth is near the Guatemalan border in the State of Tabasco.

Each "expedition" calls for a minimum of four members and a maximum of 20, being conducted at 14-day intervals. Trips include all expenses, originating and ending in Mexico City. The club furnishes tackle, bait, guns and ammunition and arranges for all necessary permits and licenses.