



HUNTING SEASON OPENS -- OCTOBER 9th



Complete HUNTING NEEDS

HAPPY HUNTING DAYS AHEAD!

YOU CAN BE ASSURED OF RELIABLE EQUIPMENT TO MAKE YOUR SPORTING A SUCCESS WHEN YOU SHOP HERE.

- * GUNS
- * AMMUNITION
- * HUNTING CAPS
- * GUN CLEANING EQUIPMENT
- * DECOYS
- * DUCK CALLS
- * RECOIL PADS

Dowling's Sport Lodge

115 KENT ST. PHONE 9865

JUST THE JACKET FOR HUNTING

Men's Quilted Lined JACKETS-- 9.95
Regular 16.95

MEN'S SUITS-- 39.50
2 Pairs Pants--Reg. 49.50

MEN'S TOPCOATS-- 24.50
Regular 32.50

Men's Fancy Coat Sweaters 4.95 Boys' Doeskin Shirts 1.95

Men's Work Sweaters 3.95 Boys' Dungarees 2.50

Men's Lace Back Dungarees 2.95 Boys' Pullover Sweaters, reg. 2.50, 1.95

The GREENDAL CO. LTD.

MEN'S STORE 144 GT. GEO.

WELCOME VISITING SPORTSMEN

We hope you will enjoy your stay on Prince Edward Island as much as we enjoy having you.

HIGHFIELD COURT
HIGHFIELD

AND
MOTEL CHARLOTTETOWN

Record Number Of Visitors Seen During Season

Soon well oiled guns will be taken from their resting places, boots tied high and those bright gaudy shirts will be the dress of the day. . . What's happening? The time of year has come when wives will have to forgive their husbands for the gardening he has promised to do, the storm windows he intended to put up and the many jobs around the house that he announced he would carry out, for on Saturday, October 9, he will have gone hunting.

From the number of lic-

ense reservations made through Government agencies and through tourist establishments a record number of American tourists will make a friendly invasion of this Province during the hunting season.

Mr. Wallace Rodd of Winsloe who for a number of years has catered to large groups of hunters from many States of the American Union, states that this year can expect gunners in much larger numbers than ever. Wallie states that each year sees new faces among

the visitors until it has now become an important part of our annual tourist industry.

Taking part in the hunt, of course will be many bird dogs which when properly trained and working with the one he loves can show more perseverance and greater sagacity than many humans on the hunting grounds.

With the advent of the duck hunting season, many wives face the annual problem of how to cook them. Some women feel that shooting ducks must be more fun

than cooking them and wives of duck hunters fall into two classes—those who will clean the birds, inside and out—and those who won't.

The one who doesn't balk at the job of defeathering a wild duck, there is no problem, but for those who do object a suggestion to her adventurous mate might be, "the hunt is not over until the bird is thoroughly cleaned."

For many hunters it will be their first opportunity to roam our Island countryside but the majority of gunners out on Saturday will be local sportsmen who will be combining a most pleasant sport with an enjoyable holiday. Whatever their status, hunters are reminded to exercise the rules of caution and to respect the rights of property-holders who may not be participating.

GROWING GROUP

FREDERICTON (CP) — Membership in the New Brunswick Fish and Game Protective Association was reported, at the 30th annual meeting here, as about 8,000 in 32 branches. When the association was founded in 1924 membership was 27.

HUNTERS

Write
FERNLEE COTTAGES
Alberton
(or Phone Alberton 55-5)
TO RESERVE
COMFORTABLE
Accommodation
In
HEATED
COTTAGES
with
COMPLETE
HOUSEKEEPING
EQUIPMENT
Ideally Situated
At

GORDON'S POND
2 Miles West of Alberton
(No. 1 Highway)

FIRESTONE HOME AND AUTO CO., LTD.



STEVENS DOUBLE BARREL 12 GAUGE \$65.35
SINGLE BARREL 12 GAUGE \$21.95

Many Good Values in Pump Guns, Automatics, Etc.—
C.I.L. Ammunition, Decoys, Cleaning Rods, Recoil Pads
C.I.L. Ammunition as low as \$2.40 per box

WE TRADE GUNS

GOOD HUNTING

— THE TEN COMMANDMENTS OF SAFETY

1. Treat every gun with the respect due a loaded gun. This is the cardinal rule of gun safety.
2. Carry only empty guns, taken down or with the action open, into your automobile, camp, and home.
3. Always be sure that the barrel and action are clear of obstructions.
4. Always carry your gun so that you can control the direction of the muzzle even if you stumble.
5. Always be sure of your target before pulling the trigger.
6. Never point a gun at anything you do not want to shoot.
7. Never leave your gun unattended unless you unload it first.
8. Never climb a tree or a fence with a loaded gun.
9. Never shoot at a flat hard surface or the surface of water.
10. Do not mix gunpowder and alcohol.



IMPERIAL — MAXUM — CANUCK
C.I.L. AMMUNITION ALL GAUGES AND SIZES



WIDE RANGE OF SAVAGE AND H. & R. SHOTGUNS AND RIFLES

ALSO

DECOYS — CALLS — CLEANING EQUIPMENT — CAMPING SUPPLIES

The ROGERS HARDWARE Co. Ltd.

YOUR LOCAL MERCHANT CAN SUPPLY YOU

Everything you'll need for the OUTDOORS



GUNS:—

- * WINCHESTER
- * REMINGTON
- * MOSSBERG
- * COOXY

IN
AUTOMATIC
REPEATERS
PUMP
SINGLE

AMMO:—Dominion and Super X
RECOIL PADS — DECOYS — CLEANING RODS —
GUN BLUE — GOOSE AND DUCK CALLS, ETC.

THE BIKE SHOP

183 GT. GEORGE ST.

AFTER THE HUNT IS OVER

YOU CAN BE
FULLY
REFRESHED
FROM A COKE
TO A
DINNER



VISIT THE ISLAND GRILL

GUNS AMMO



QUALITY
FIREARMS
AMMUNITION
AND ALL
HUNTERS' NEEDS

- Decoys
- Calls
- Cleaning Rods
- Sheath Knives

Stevens' Repeaters
Noble Repeaters
Fox & Stevens Double Barrel
Savage Automatic
Cooley Single Barrel

To accentuate this 1954 hunting season—to every buyer of a gun \$60.00 and over we will give absolutely FREE
2 BOXES SUPER X SHELLS

DOUGLAS BROS. & JONES LTD.
155 Kent Phone 6565

