

Shooting Season Opens Mon., Oct. 1

EVERYTHING YOU'LL NEED FOR THE OUTDOORS



GUNS ---

- WINCHESTER
 - REMINGTON
 - MOSSBERG
 - COOY
 - IVER JOHNSON
- ALL PRICED TO SELL IN

AUTOMATIC REPEATERS PUMP SINGLE

HUNTING LICENSE
AMMO:—Dominion and Super X Imperial Magnum

RECOIL PADS — DECOYS — CLEANING RODS
—GUN BLUE—GOOSE AND DUCK CALLS, ETC.

THE BIKE SHOP

& SPORT LODGE
188 GT. GEORGE ST.

There are many persons who deplore the passing of the summer season and fishing, but the advent of fall, the cool, brisk days bring compensation. It heralds the approaching hunting season, a pre-dawn wait in a specially prepared "blind", a tramp through woods gaily bedecked with autumn tinge-foliage, or a cross country jaunt with bird dog over recently cleared fields which have given up their summer yield. To many it is the finest season of the year. With the fishing tackle tucked away in a corner of the attic, soon well oiled guns will be taken from their resting places and readied for action. The dress of the day will be boots tied with high and bright gaudy shirts. The little wife will again have to exercise the patience she almost lost during the fishing season when the garden was vied for the attention of the "other half." Now it will be placing of storm windows, the raking of leaves or the many other jobs that are necessary to put the house in order for the long winter ahead. All the explosions which October may not be from gunfire. However, the "gone-hunting" sign will be prominently displayed by the many sporting enthusiasts. Hunting has enjoyed an increased following in recent years and indications are that this year there will be more sportsmen than ever trying their luck with the gun. Visitors, especially from south of the border, are again expected to be numerous. 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 coming of the duck-hunting season, many wives face 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 don't. To 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 combining a most pleasant sport with an enjoyable holiday.

AFTER THE HUNT IS OVER

YOU CAN BE FULLY REFRESHED FROM A COKE TO A DINNER



VISIT THE ISLAND GRILL
QUEEN STREET

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

GOOD LUCK HUNTERS

HOT MEALS, LUNCHES DELIVERED TO YOUR HOME—BEFORE, DURING OR AFTER YOUR TRIP.

SIMPLY DIAL 4336

FREE DELIVERY ON ORDERS OF \$1.00 OR MORE.

After a day out in the brisk fall air, whether the day be successful or not, you will be thinking of your appetite. We can't help you fill your bag limit but we can give you that satisfied feeling, either by preparing your orders to take out or by coming in after hunting is over.

MILTON'S
OLD SPAIN



HAPPY HUNTING DAYS AHEAD!

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

GUNS DECAYS
AMMUNITION DUCK CALLS
HUNTING CAPS RECOIL PADS

GUN CLEANING EQUIPMENT
WE TRADE GUNS

FIRESTONE

HOME AND AUTO CO. LTD.

WITH HUNTING CLOTHES FROM MOORE & McLEOD LTD.



ENJOY SHOOTING IN WARMTH and COMFORT

You no longer need wear heavy, bulky clothes to keep warm while duck shooting or hunting. With Moore and McLeod Ltd.'s 1956 selection of hunting clothes you can enjoy airtight warmth with clothes that are amazingly light. You're never too cold or too warm, just comfortable, wearing our down-lined hunting jackets. They're water proof and wind proof, so warm and easy to wear as you await the ducks or chase the huns. We invite you to drop down to our basement today and see the boys about your hunting and fall clothing needs.

PARKAS MACKINAWS

Spectacular as the Northern Woods, soft as its quilted insulated lining. A combination of smart styling and comfort for hunting. Shower and wind proof. Made of 8 oz. Duck with quilted insulated lining and detachable hoods.

Your best outdoors companion. Made for rugged wear. Buttoned front. Four buttoned down pockets with game pocket in the back. Sizes 36-46.

11.95 to 16.95

11.50



HUNTING JACKETS

Here's big news for the outdoorsman who wants to feel as comfortable in his duck blind as when he left the fireside. It's Moore and McLeod Ltd.'s light weight down-lined Hunting Coat that is wind proof and water proof and protects you from the biting cold. Its water proof let-down underlining keeps you dry in a boat and its heavy wind-shield in the sleeves protects your arms when you raise your gun. Equipped with detachable hood, large and roomy pockets and a built in cartridge belt to hold 14 cartridges. Comes in sizes 38 to 44. You'll be a dead duck this fall without one.

19.95

MELTON PANTS

Always so dependable. Always so comfortable. Colors Blue, Grey and Brown. Sizes 32-44.

6.50

UNDERWEAR

Men's fleece-lined Combination Underwear.

3.50

Men's fleece-lined Shirts and Drawers.

2.25



Men's Windbreakers

Constructed of elastic Nagalite, tough as leather. Stays comfortable, soft and pliable even in freezing weather. Abrasion and scuff resistant. Wipes clean with soap and water. Stays bright and new looking.

10.00

Sweaters

Men's All Wool Jumbo Sweaters with shawl collar. Can be worn under hunting jacket. Colors: Navy, Black and Maroon.

5.95

All Wool Socks

Men's Heavy All Wool Socks. There's the length you want for the boot you wear. Gives you extra comfort.

39c to 1.50

Whipcord Pants

Excellent hard wearing material to withstand wind and rain. Sizes 30-44.

4.95



DOUGLAS BROS. AND JONES LTD. OFFER



CHAMPION SKEET SHOOTERS USE ITHACA GUNS

The Prince Edward Island Skeet Shooting Champion, Ronnie Atkinson used an Ithaca Gun in the competitions held this year. Ronnie used an Ithaca gun to win the championship in this difficult sport because he found Ithaca models stood up well to the gruelling use of large amounts of ammunition. In addition to the lasting qualities of the gun he found the Ithaca light and easy to handle in the field, and finally he found that repeated use of the Ithaca did not detract from its good appearance.

LIGHT, SAFE, EASY-TO-HANDLE ITHACA SHOT GUNS

WORLD'S RECORD HELD BY ITHACA
1404 TARGETS WITHOUT A MISS

The duck shooters ideal—a gun light, safe and easy-to-handle is yours in the Ithaca Models now selling at Douglas Bros. and Jones Ltd., 155 Kent Street, Charlottetown.

Ithaca's light weight make it a natural for duck shooting. The 12 gauge Featherlight model weighs only 6 3/4 pounds. Imagine how quickly and easily it can be moved into position in a duck blind.

The Ithaca combines light weight with a long life. Its durable qualities make it a long-liver. It was built for the outdoor life, likes and stands up to the roughest conditions while showing little effects from the heavy use of ammunition.

Outstanding gun pointing ability has been made possible with the installation of the Raybar sight on all Ithaca models. This is furnished without charge on all new Ithaca Repeaters and Ithaca Single Barrel shot guns.

And perhaps more important than all these features is the safety factor of the Ithaca. Ithaca guns are proof-tested for safety. Accident mishap is prevented by sure ejection of the shell from the safe bottom ejector.

We invite you to drop into the store today or tomorrow or any time this week before the shooting season opens to see the Ithaca. The Ithaca Featherlight Models sells for \$99.95. Worth \$20.00 more.

Ithaca guns available in 26", 28" and 30" barrels in 12, 16 and 20 Gauge in all models.

We also have a full assortment of gun cases for protection of your guns.

COMPLETE SELECTION OF THE BEST IN SHOTGUNS — AMMUNITION — DECOYS

STEVENS DOUBLE BARREL \$68.95 — COOY SINGLE BARREL \$21.95
BROWNING OVER AND UNDER \$279
WORLD FAMOUS WINCHESTER AUTOMATIC \$139.95

DOUGLAS BROS. & JONES LTD.

155 KENT ST.

DIAL 6565

MOORE & McLEOD Limited