



## The Art of Staying Comfortable.

Skilled outdoors people anticipate things that can cause discomfort and do something to prevent it. Novices usually react after they begin to experience discomfort that results when clothing is severely overloaded with moisture. As a skilled outdoors person you anticipate climbing the steep section ahead will cause you to overheat so you unzip your parka now! The good news is that in One Planet Gore-Tex outdoorwear garments take much longer to overheat, dry out quickly so you can exercise harder, go further, over a broad range of conditions -- and stay dry throughout.

AVAILABLE AT KIWU OUTDOORS CENTRE  
18 ARIKI ST, NEW PLYMOUTH

## New name reflects 90s focus

Stories by MIKE SHAW

WHAT'S in a name? According to that great English bard Shakespeare, "That which we call a rose, By any other name would smell as sweet."

And generally he was right. Whatever the name, the essence of something stays the same.

But how we perceive it can alter with the name.

That is the reason for the Army Stores in New Plymouth changing its identity to the Kiwi Outdoors Centre.

Three generations of the Pool family -- first John, then Max and Allen -- have traded successfully as the Army Stores. But changing times and a new emphasis prompted Allen to give the business its new name.

"Many people don't realise we sell more than army gear," he said. The years between 1937 and the 1960s saw thousands of items of surplus army clothing and equipment sold.

Emphasis now is on specialist tramping and outdoors wear and work clothing at the Ariki St premises.

"Long-time customers say 'Why change the name?'," Allen Pool said. "To them it will always be the Army Stores." But growing numbers of tourists, leisure and outdoors-oriented customers make the original name inappropriate in the 1990s.

What has not changed is the appearance and atmosphere of the store. Allen intends retaining what he calls the rustic look.

And the image is popular with at least one of their customers. Allen's wife Christine tells the story of a well-dressed woman visitor.

"She looked up at the plastic lightshades and the painted walls as she was trying on new tramping boots and said, 'I like this, it's untouched by modern commercialism!'"

That customer can rest easy. The name may reflect modern trading but the store, the people and the service for which they have built a reputa-

tion are just the same.

Seven people staff the store.

Allen and Max Pool are co-owners, each with decades of work at the store behind them. Christine Pool too has been with the store for the past 30 years.

Gary Pool has the next-longest work record with a total of 20 years. And not far behind him is Bev Jury with 17 years. In addition to customer service she looks after the window and instore displays.

Mountaineering advice is Lindsay Maindonald's forte, many inexperienced visitors benefitting from his knowledge during the six years he has been with the store.

The Kiwi Outdoors Centre is fitting workplace for Wendy Kitchener. An experienced skier, she joined the staff two years ago, with her instructor's qualifications in outdoor pursuits.

RENAMED: A new identity for the former Army Stores in New Plymouth

Photo: KAREN DAY

## MANAWATU KNITTING MILLS

MANUFACTURERS OF QUALITY NEW ZEALAND MADE WORKWEAR & UNDERWEAR

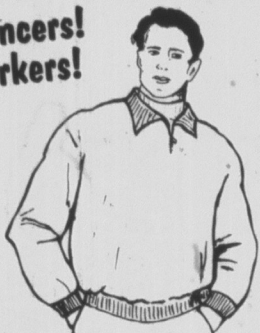
## Shearers! Fencers! Freezing Workers!

Looking for garments designed for the extra heavy duty needs for working in extreme conditions?

We manufacture:

- WORK JERSEYS
- VESTS
- SINGLETs
- LONG JOHNS

Ideal for you, warm and hard-wearing. Manawatu Knitting Mills are proud supporters of



NEW PLYMOUTH

**Kiwi Outdoors** CENTRE

Rush in for  
CHANGE OF NAME  
BARGAINS

To celebrate our name change from Army Stores we are offering spectacular savings. Check these out and hurry in. Offers end on Saturday October 9th.



### Clothing

KIWI STOCKMAN OILSKIN RIDING COATS:  
Were \$151.00, SALE PRICE \$125.00

"DEANES" WHIPCORD TROUSERS:  
Were \$45.50, SALE PRICE \$35.00

"STUDZ" ANS, NAVY, BLACK, STONEWASH:  
Normally \$44.50, SALE PRICE \$35.00

CANTERBURY THERMAL SOCKS:  
Were \$11.50 pair, SALE PRICE \$8.95

NAVY DENIM SHORTS, SIZES 2,3,4 ONLY:  
Were \$18.95, CRAZY PRICE \$4.00 PAIR

"KAIRANGA" CREWE NECK-JERSEYS, 5 COLOURS:  
Were \$46.50, SALE PRICE \$35.00

AARON PATTERN CREW NECK JERSEYS:  
Were \$74.95, SALE PRICE \$50.00

"COUGAR" NEEDLECORD JEANS:  
\$25.50, SALE PRICE \$19.50

EVERWARM POLYPROPYLENE T-SHIRTS:  
Normally \$25.50, SALE PRICE \$19.50

### Tramping Boots

VAN WALK CITY 2:  
Normally \$145.00, SALE PRICE \$120.00

VAN WALK FULL LEATHER:  
Normally \$221.00, SALE PRICE \$185.00

WOODMAN FULL LEATHER:  
Normally \$299.00, SALE PRICE \$249.00

### Sleeping Bags

3 ONLY HALLMARK "ADVENTURER":  
Normally \$250.00, SALE PRICE \$195.00

10 ONLY DOMEX "EURODOWN":  
Normally \$199.00, SALE PRICE \$150.00

2 ONLY FAIRYDOWN "LIGHTWEIGHT" ENTRANT:  
Were \$450.00, SALE PRICE \$299.00

1 ONLY FAIRYDOWN "LIGHTS OUT":  
Normally \$414.00, SALE PRICE \$285.00

1 ONLY MACPAC "EMBER":  
Normally \$512, SALE PRICE \$350.00

2 ONLY MACPAC "SERAC":  
Normally \$622, SALE PRICE \$450.00

HALLMARK BUNBURYs:  
Normally \$179.00, SALE PRICE \$125.00

DOMEX IGLOO:  
Normally \$89.00, SALE PRICE \$75.00

## WIN \$300 WORTH OF GOODS OF YOUR CHOICE

JUST ANSWER THE QUESTION BELOW AND BRING THIS ENTRY FORM TO OUR STORE. ALL CORRECT ENTRIES GO INTO THE DRAW FOR \$300 WORTH OF GOODS.

\* Entries close 12 noon, October 9  
Results in Daily News, October 13

### NEW PLYMOUTH KIWU OUTDOORS CENTRE

Question: What colour jacket does our Kiwi wear? (Find him on our shop verandah.)

Answer: .....

Name: .....

Address: .....

Phone: .....

MANY OTHER BARGAINS IN-STORE

(Formerly Army Stores)



NEW PLYMOUTH  
**Kiwi Outdoors** CENTRE  
18 ARIKI STREET NEW PLYMOUTH PHONE 758-4152

## Kiwi Outdoors Centre

New name sets the tone for the 90s

A Daily News Advertising Feature



RENAMED: A new identity for the former Army Stores in New Plymouth

Photo: KAREN DAY

NEW PLYMOUTH  
**Kiwi Outdoors** CENTRE  
proud stockists of  
**GARMONT**  
Quality Kiwi Made Tramping Boots

For over 40 years,  
our international reputation  
has been hanging by a thread.

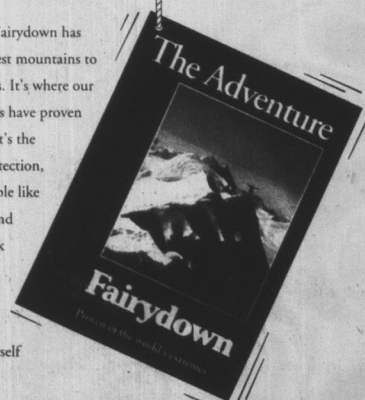
Anywhere fitness, endurance, skill and sheer determination is to be found in the world's most extreme environments, you'll find equipment... especially where human survival is hanging in the balance.

But because not all of us possess the true spirit of adventure, you won't have to go to extremes to find Fairydown for yourself -- just as far as your closest outdoor recreation store.

For more than 40 years Fairydown has been there, done that -- from the highest mountains to the high seas to both frozen continents. It's where our clothing, sleeping bags, packs and tents have proven themselves time and time again. And it's the combination of functional design, protection, comfort and quality that has kept people like Peter Hillary, Robert Anderson, Jon and Bridgette Muir, Lydia Brady and Mark Whetu coming back to Fairydown year after year.

Look for the label and prove our product superiority for yourself (no strings attached).

**Fairydown**  
Proven in the world's extremes





# Kiwi Outdoors Centre

## New name sets the tone for the 90s

A Daily News Advertising Feature



FAMILY: From left, Allen, Max and Gary Pool. Photo: GLEN FERGUSSON



FAMILIAR: The rustic look of the store's interior. Photo: GLEN FERGUSSON

DESIGNED FOR  
OUTDOOR EDUCATION  
GENERAL PURPOSE CLIMBING

**ASPIRING ENTERPRISES**

- ▲ LIGHTWEIGHT - 480gms
- ▲ DURABLE - HEAVY DUTY WEBBINGS
- ▲ EXTREMELY STRONG - 2700kgs
- ▲ MEDIUM SIZE FITS MOST PEOPLE
- ▲ STABLE - HIGH ATTACHMENT POINT
- ▲ ADJUSTABLE LEG LOOPS
- ▲ BUDGET PRICED - \$68.40 (Inc GST)

**THE ADVENTURE HARNESS**

**AMCO JEANS LTD**

ARE PROUD TO SUPPORT

**NEW PLYMOUTH**  
**Kiwi CENTRE**  
**OUTDOORS**

Stop in and see Allen  
for all your  
**JEANS**

## Army gear was popular

ALLEN POOL's grandfather, John Pool, opened the Army Stores in New Plymouth in 1937.

The city had appealed to him on an earlier visit and he made the move from Masterton with his son Max to open a store here. He left his brother operating an Army Stores operation there, a store still owned by other family members.

New Plymouth trading was carried out from several locations around the city until 1941 when he bought the Ariki St store, then a second-hand store and lending library.

Following World War II he moved into clothes in a big way, buying his stock from army surplus auctions. Over the years, thousands of Taranaki farmers, workers and residents bought and owned the khaki jackets and trousers.

"Farmers dressed in the best-selling shearing trousers in New Zealand," said Allen Pool, John's grandson and co-proprietor with his father of today's store.

"Every boy on a paper run or milk round wore an army jacket," he said. "Even through the fifties, sixties and seventies they were still popular."

A huge sale of surplus army clothing was held in the late 1950s when the army changed from the khaki uniforms to jungle green. Seven of the privately owned Army Stores businesses around the North Island joined in bidding for the 49,000 uniforms. They bought the entire stock.

Allen Pool recalled another auction early in the 1960s in which his father bid sixpence (5c) each for a large number of cases of army shirts. The auctioneer had opened one case to see how worn the surplus clothing was.

As the condition of the sample shirt was worn but reasonable, he said he would not accept less

## Synthetics have made their mark

SYNTHETIC materials have impacted dramatically on outdoor leisure wear in recent years.

While wool and other natural fabrics would always have a place in outdoor and work clothing, synthetics were a major factor in the increasing popularity and efficiency of such clothing, said Allen Pool, proprietor of the Kiwi Outdoors Centre in New Plymouth.

Some incorporated the qualities of wool but when wet could be taken off and shaken to get rid of the water.

Polypropylene was a material featuring in more and more protective clothing.

And associated with the new materials were extensive information resources.

Brochures expounded the virtues and features of the materials and were eagerly read by outdoors enthusiasts.

"Some of them come in here knowing more about our products than we do," Allen Pool said.

For that reason he and his staff took the opportunity to attend dealer courses and conferences on the various lines of clothing and equipment, building their knowledge and expertise.

than ninepence (8c). That was agreed and Max Pool took away the stock to his shop. Upon opening the other cases he found them filled, not with the used clothing he expected, but new shirts. That was a windfall for the store.

In the 1950s the Army Stores diversified into new working clothes, adding to the army surplus gear, tents, tarpaulins and saddlery it had sold until then.

"We'd always sold sleeping bags and tents but working clothes were the bulk of our business," Allen Pool said.

In the last few years, the store has diversified even further as chain stores and other retailers encroached on its traditional business. The Army Stores began specialising in tramping equipment and adventure clothing, a trend which has brought it to the name change launched this week.

Congratulations  
to Allen and the  
Team at the  
Army Stores  
— a new name and  
a new image,  
another example  
of forward  
thinking.

Norsewear is  
proud to be a  
supplier to . . .

NEW PLYMOUTH  
**Kiwi Outdoors**  
CENTRE

"Quality Woollen Knitwear for a  
Quality Outdoor Store"



## Bary Woollen Mills

congratulates the  
**KIWI OUTDOOR CENTRE**

on their change of name and direction

\*\*\*\*\*

Look also for the change of direction from  
**BARY WOOLLEN MILLS**  
with our new labels:



**WOOLLEN TRADERS**

and the old classics:



**Windy  
Ridge**  
WORKWEAR

©WINDYRIDGE



Made in New Zealand by Survival Apparel Ltd  
Christchurch, Phone (03) 379-3079

©SURVIVAL



## THE STORM KILLERS

MADE IN NEW ZEALAND



- Jackets
- Reinforced overtrousers
- PVC bib trousers

- Warm wear vests
- Work Jerseys

- The word "quality", when used in reference to "The Storm Killers" farm wear range, has come to mean the best available fabrics, practical designs for the active wearer, with strict attention to every manufacturing detail, ensuring performance and durability are built right in.
- Our goals are quite simple — to continue to supply you, our customers, with superior products which are real value for your money.
- In addition, we will stand behind any garment we sell with a full manufacturing defect guarantee, thus ensuring you the support you deserve and total confidence in our products.

WE GUARANTEE IT!!

QUALITY AND PROTECTION YOU CAN COUNT ON

Available at

NEW PLYMOUTH  
**Kiwi Outdoors**  
CENTRE  
ARIKI STREET, NEW PLYMOUTH

© 1992/93/94/95

## More than just overalls.

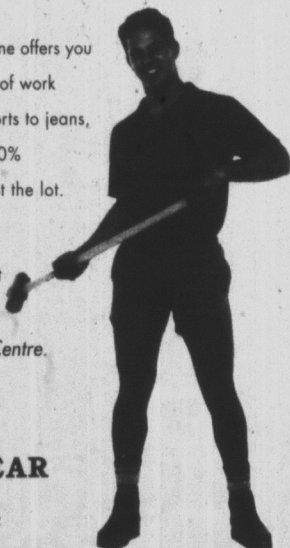
Workwear by Deane offers you a complete range of work clothing. From shorts to jeans, woolblends to 100% cottons, we've got the lot.

View the range at  
New Plymouth  
Kiwi Outdoors Centre.

**WORKWEAR**

by Deane

Giving you much more



Ian Baine Agencies  
P.O. Box 31-028 Lower Hutt

ASKS

## WHAT'S IN A NAME?

PLENTY, WE FEEL

that's why you should check out these great names all made in USA

at **NEW PLYMOUTH KIWI OUTDOOR CENTRE**

**THERM-A-REST**  
For the rest of your life.

self-inflating mattresses

**RIDGE REST**

A revolutionary closed-cell foam pad.

**THERM-A-REST**  
Chair Kit

For the best seat in camp.

**SEALINE**

DRY BAGS

Exclusive Dry Seal™ closures keeps gear dry

**Tracks**

Walking/Hiking Sticks. For every step you take, an elegant, multi-functional walking stick provides greater comfort, support and balance.

**packTOWL**

Made of 100% viscose, Packtowl absorbs up to nine times its weight in moisture and releases 90% of the absorbed liquid when wrung.

**SEALPAK**  
SHIP PACK

Don't leave your valuables on the beach. Right for canoeing, travel and windsurfing.

©BANKS

There is only one



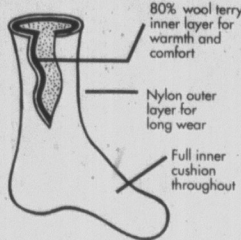
**macpac**

Made only in New Zealand  
for Peak Performance,  
and available at  
**Kiwi Outdoors Centre.**

The team at Macpac  
congratulate Allen and his team  
on their ongoing commitment  
to quality service and support in  
New Plymouth.



Holeproof  
**Explorer**  
Unique two layer construction.



.. see our complete range at the  
**Kiwi Outdoors Centre**

## Kiwi Outdoors Centre

### New name sets the tone for the 90s

A Daily News Advertising Feature

## Made for walking

FOOTWEAR is another aspect of outdoors wear which has undergone revolution in recent years.

New developments in sole technology and boot construction has produced leisure and work footwear which does not have to be "worn in" and is safer and more suitable than traditional lines.

Kiwi Outdoors Centre proprietor Allen Pool offered hill country farm footwear as an example.

Rather than wearing the older style leather boot with cleated sole, farmers in those areas were opting for the

lighter and more specialised hiking boot.

"The older boot is more suited to a factory floor," Allen Pool said. "Why wear a workboot when there are boots specially made for climbing around hills."

The steel shank incorporated into the sole of a modern hiking boot gave more support to the foot and ankle than the too-flexible alternative of the workboot.

"Farmers are thinking tramping boots now and enjoying the comfort," Christine Pool said.



COMFORT: Wendy Kitchener shows the boots to tackle farm hills.

Photo: GLEN FERGUSSON

**EARTH SEA SKY**



With Earth Sea Sky clothing  
two things will never change  
**Performance and Style**

Congratulations Kiwi Outdoor on the new name



## Wool is keeping up

WOOL and other natural products still generate a strong demand in the outdoors-oriented clothing market, according to Kiwi Outdoors Centre proprietor Allen Pool.

The demand was based on more than just loyalty, he said.

Competition from the manufacturers of synthetic materials had made serious inroads into wool's earlier prominent position and the wool industry had invested in research and development programmes to improve on their product's natural benefits.

That effort has had results.

"An exciting new range of woollen fleece garments is due out next year," Allen Pool said. The garments were similar in look to the polar fleece products currently popular.

Unlike traditionally produced wool clothing, these new wool items could be thrown in the drier without fear of shrinking.

Other benefits included a pre-shrunk finish and four-way stretch comfort.

"The market is very competitive," Mr Pool said. "The Italians are doing something very similar but the New Zealand product is more advanced."



TRY THIS: Bev Jury (left) helps a customer.

Photo: KAREN DAY

# Hanes

- 100% Cotton
- Reliable
- Dependable
- Will never let you down

Get yours  
from the Kiwi  
Outdoors  
Centre.

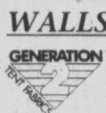
## THE Great Outdoors

**Premium Quality Family Tents** *new colours new features*  
DESIGNED FOR THE 90's

5 year  
guarantee



**ROOF** AS3000  
canvass.  
Simply the  
very best tent  
fabric in the  
world.



**WALLS** Generation 2  
polycotton  
canvass.  
Approximately 4 times  
the waterproofness of  
ordinary canvass.

**NZ MADE**

Suggested Retail Cash & Carry Price

EXECUTIVE 16x14 8ft verandah 2 room	\$2363	\$2150
SEABREEZE 16x12 8ft verandah 2 room	\$2218	\$1995
RIVERSIDE 14x12 8ft verandah 2 room		\$1880
NEVADA 14x9 8ft verandah 1 room		\$1442
BEACHCOMBER 12x9 8ft verandah 1 room		\$1278
COMPACT 9x9 ideal tent for 2		\$674
		\$1695
		\$1345
		\$1195
		\$630

Sunrooms available to fit the above tents

### Cotton Canvas Tents

**NZ MADE** Suggested Retail Cash & Carry Price

COASTLAND 15x12 6'6" verandah 2 room	\$1283	\$1195
NOMAD 12x9 6'6" verandah 1 room	\$747	\$695
CAMEL 9x9 very compact 1 room	\$521	\$485

These very popular tents offer excellent quality for a very reasonable price.



COASTLAND

### Imported Hikers Tents

A superb range of 10 quality tents ranging from the 2 persons lightweight through to the family dome. A model to suit everyone's needs.

- ★ Breathable nylon inner tents
- ★ UV treated waterproof flys
- ★ Easily pitched
- ★ Fully guaranteed

PRICED FROM \$149



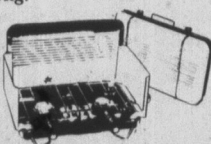
WANDERER 2

### Gas Equipment

Gas bottle sizes 2kg 3kg 4.5kg.

#### STOVES

1 burner	\$29.00
2 burner	from \$89.00
3 burner	from \$125.00
Lanterns auto start	\$52.00
Heater	\$49.00



### Camp Furniture

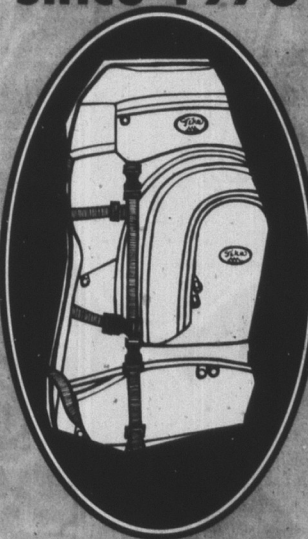
#### Air Beds

### Camping Accessories

## Quality Outdoor Equipment since 1976



- Unique cable lock - system for real security
- Front opening access - load like a suitcase
- Top loading as per pack
- Removable day pack
- Fold down and removable bum bag
- Double compartment
- Removable divider
- Zip away shoulder sling
- Fold out carry handle
- Ice axe loops



- Two large top lid pockets
- Fully adjustable expedition harness
- Contoured shoulder straps
- Primary load pelvis designed waistbelt
- Rear lid compression straps
- Side pockets for tent wands and poles
- Side compression welding
- Reinforced lower section with 1000 denier cordura
- Full 12 ounce canvas construction

Time has proven that real innovation comes from small design teams. Users who know the gear. Time also shows that in New Zealand we are the last to know of successful Kiwi companies exporting overseas. TIKA is one of those companies, small, innovative and successful. Our last years designs are our competitors new year releases. TIKA the new leader in design. Get our outdoor gear from the people who know the outdoors, The Kiwi Outdoor Centre

Quality Outdoor Equipment Since 1976

Available from your New Plymouth Great Outdoors Dealer



New Plymouth  
**Kiwi Outdoors Centre**  
18 Ariki Street, NP. Phone 758-4152



# Kiwi Outdoors Centre

## New name sets the tone for the 90s

A Daily News Advertising Feature

# NZ companies building up a reputation around the world

NEW ZEALAND companies have taken to revolutionary synthetic fabrics quickly and successfully, according to Kiwi Outdoors Centre proprietor Allen Pool.

Whether the product was adventure clothing, thermal underwear or waterproof outer clothing, the material was likely to be synthetic and branded with a Kiwi name, he said.

"We try where possible to sell New Zealand-made," he said. The reputation built up by New Zealand products overseas made that a simpler task.

"Tourists know the names of the gear before they get here. Macpac, Swandri, Fairydawn and Norsewear are the four names which stand out. The good exchange-rate also helps — they are cheaper here than they can buy them at home."

New Zealand outdoor equipment manufacturers were among the best in the world, he said. And world acclaim had been received for the quality and style of packs and tents made and designed in this country.

The reputation for quality extends to more basic lines as well.

Christine Pool recently answered a phone call to the New Plymouth store to be greeted by the question, "What's the weather like there in New Zealand today?" Answering her query, the caller told her he was phoning from Scotland.

The purchase? One bush shirt.

Another international visitor — this time from Bhutan — called in for a pair of tramping boots.

But don't assume overseas buyers are

the sole clients. Far from it, New Zealanders are getting out and about in their own country to an extent Allen Pool and the staff at the Kiwi Outdoors Centre have not seen before.

The number of tracks and walks available with easy access was drawing thousands of people to experience the outdoors, Allen said. "Once you are equipped for it, it's cheap family recreation."

And the costs need not be too great, he said. Jerseys and warm clothing already

owned could be worn with new competitively priced jacket and footwear for a protective outfit.

If costs were not a concern then a full range of options could satisfy any demand. "It's as expensive as you want," Allen Pool said.

Helping keep down prices are the efforts of a buying group, of which New Plymouth's newly named Kiwi Outdoors Centre is a member. The 12-strong group can buy stock in bulk, achieving savings which are passed on to its customers.



IN THE KNOW: Lindsay Maindonald is the mountaineering expert on the staff at the Kiwi Outdoors Centre. Photo: GLEN FERGUSSON

# That coat complaint has been resolved

MAX POOL has had a long-time complaint about outdoors clothing resolved in his recent years at the Army Stores in New Plymouth.

Alan Pool recalled his father's regular comment that mankind could put someone on the moon but was unable to invent a raincoat which was completely waterproof while preventing condensation building up within its confines.

For years, raincoats that kept out the water had problems with condensation. Those that breathed leaked. Special synthetic materials now

guaranteed to keep out rain and breathe to ensure the comfort of its wearer, Alan Pool said.

He said one manufacturer, Goretex, promised its product would remain waterproof for five years.

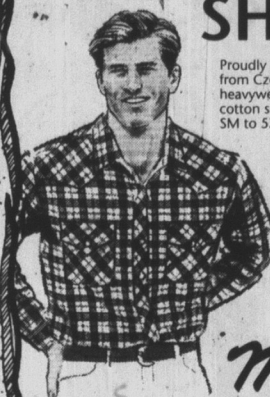
Its test procedures were rigorous and included a four-day session where a mannequin wearing a sample raincoat was kept under a constant spray of water with moisture sensors attached to it.

If the mannequin remained dry, the garment line would earn the guarantee.



CHOICE: Christine Pool pictured with some of the waterproof clothing options at the Kiwi Outdoors Centre. Photo: GLEN FERGUSSON

# Miltan COUNTRY TRAIL SHIRTS



Proudly made in New Zealand from Czechoslovakian heavyweight 100% woven cotton shirting. All sizes from SM to 5XOS available.

Miltan

Congratulations to Kiwi Outdoors Centre on their change of title. We wish them all the best for the future and look forward to continued successful trading.



Only the original is good enough to carry a 5 year guarantee

The company that made the original NZ Stockman's coat was founded in 1921. Today, 70 years later the same company, EIDEX Kiwi Wear Ltd, are proud to announce a comprehensive 5 year guarantee on the heavy weight Kiwi Stockman's range. A guarantee that's a first for the NZ Clothing Industry and possibly a world-first, made possible by the great deal of Kiwi pride sewn into every garment. But, beware of imitations! Check out a true original carrying this label at a leading menswear store near you.



76-78 WILSON STREET, WANGANUI PH (06) 345-8469 FAX (06) 345-5690



# SWANNDRİ CONGRATULATES ANOTHER NEW PLYMOUTH OLD BOY.

Swandri was born in New Plymouth about the time Army Stores started trading in the town. And while we at Swandri are not planning on changing our name, we'd like to offer Allan and his staff at New Plymouth Kiwi Outdoors Centre our best wishes for the future under their new banner.



Some things don't change though, the New Plymouth Kiwi Outdoors Centre has plenty of our Swandri Originals in stock, so get in there and get them on!



Get it on!



Worn by outdoor enthusiasts an industrial users with a requirement for durable quality woollen outerwear.

See our selection at the Kiwi Outdoors Centre

WANGANUI WOOLLEN MILLS LTD

STWMM0000

# DOMEX SLEEPING BAGS

## THE WILDERNESS EXPERIENCE

Sleeping bags for all occasions

Camping — Tramping — Hunting — Mountaineering

SPECIAL

\$89 \$75

OFFER ENDS SATURDAY OCTOBER 9

IGLOO SLEEPING BAG

● 10 heat rating

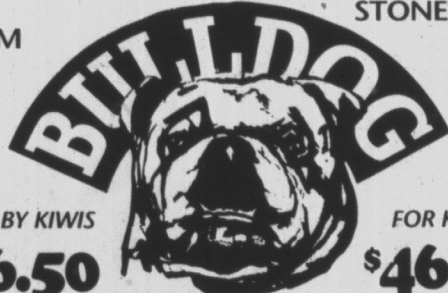
● Hood

● Suitable for: Tramping — Hunting — Ski-lodges

● OVER 12 MODELS IN STOCK

14 oz DENIM

STONEWASH



MADE BY KIWIS

FOR KIWIS

\$46.50

\$46.50

JEANS

A PERFECT FIT FOR EVERY SIZED MAN

NEW PLYMOUTH

Kiwi OUTDOORS CENTRE

06/001400

# Dine Out with Alliance

When you're far from home, be prepared with Alliance Freeze Dri pre-cooked meals. Nutritious, ultra-light and ruggedly packed, these easy-to-prepare meals will go as far as you do. Alliance Freeze Dri — where 'dining out' takes on a whole new meaning.



Alliance Freeze Dri

Alliance Foods Limited 70 Blue Bay Wharf New Zealand

05/000000

# First Light NEW ZEALAND

Outdoor Designs PACKS & TENTS



First Light has a range of superior packs for all outdoor needs. From an ideal weekend/day pack (60 litre), right up to a sophisticated travel pack (80 litre) for long treks. They are constructed tough, out of top quality materials. Easy to load and manoeuvre and less tiring to carry because of the revolutionary structural harness system — designed to load the skeleton not the muscles. There's also an unconditional guarantee so check them out at

NEW PLYMOUTH Kiwi OUTDOORS CENTRE or pick up a free brochure

06/000000