



With the Moose the Foxes and the Bracing Autumn Winds



One of the Many Abercrombie & Fitch Fall Topcoats

WOODS and winds are whispering their secrets, before the great frost comes. On the morning breeze there floats a challenge to the tanned cheek and the leather jacket.

The big game rifle has been limbered up for moose and mountain sheep; the shotgun is oiled and ready for snipe and duck in the lowlands or quail in the hillside thickets.

It's corduroys and hunting boots for the men and women bound for Maine; thornproofs for the stubble; sturdy shooting jackets and waders for those in quest of the shore birds.

And it's guns—always a new gun to be added to equipment—selected here from the largest assortment in existence, despite a worldwide scarcity.



THEN there's the fox, throwing the hounds off as he lopes along the stone wall and jumps and doubles back—quite the leader of Fall styles in riding clothes, when the hunt club trails along.

For next week it's October again, and November is in sight, and the call of the fields is ringing as clear as the church chimes on the hill!



TWEEDS and homespuns donned in town—luncheon at the Ritz—a stimulating spin over Long Island roads, with a peep of cornflowers and blue asters between the fleeting hedgerows—what season can match it?

Even the golf links, ever whimsical, have saved their best for the last, with fairways fresh and springy and putting greens smooth as velvet.



Sturdy Outfits in Which You Bid Stubble and Thorns Defiance

IN V I G O R A T I N G, bracing, inspiriting—tuning body and brain for the Winter campaign in town—the first consideration in all this Autumn sport is the comfort and character of the outdoor clothes you wear.

The greatest sporting goods store in the world has always paid first attention to clothing the outdoor man and woman, the sportsman, the traveler and the explorer, in a manner to furnish utmost comfort and enjoyment.

Riding to hounds or driving off the first tee, journeying by sleeper and palatial steamer to Hong Kong or exploring in Tibet, shooting in Maine or motoring on the grand tour, Abercrombie & Fitch clothes long since came to be the internationally accepted standards.



Homespun Suits to Which City, Country and Travel Are One

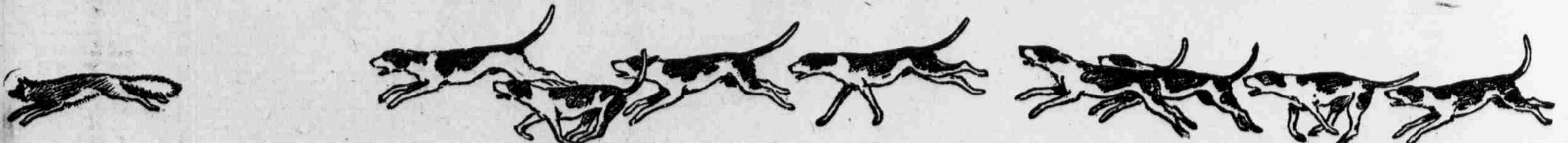
Write for New Illustrated Booklets on Autumn Outdoor Clothes for Women, Men, Girls and Boys

Abercrombie & Fitch Co.

Ezra H. Fitch, President

Madison Avenue and Forty-fifth Street, New York

“THE GREATEST SPORTING GOODS STORE IN THE WORLD”

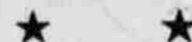


Clothes Which Mate With Heather and Scarlet Leaves

THE new season has brought new fabrics and new models for both men and women—designs and adaptations worked out by Abercrombie & Fitch designers and tailors, in which smartness, has been even increased and the necessary simplicity retained.

The new season has also brought the wide increase in assortments demanded by the most rapidly growing business of its kind in the world.

Abercrombie & Fitch designers and tailors—a compact organization in constant touch with the actual demands of the greatest international sportsmen, sportswomen and travelers—deal with this one type of clothes alone.



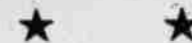
The Cold Rains of November Cannot Ruffle Its Poise

MEN'S clothes for Autumn and Winter, now ready for service in the Abercrombie & Fitch store, include a wide variety of city and country sack suits of imported English, Irish, Scotch and Welsh Tweeds and homespuns, and their own thornproofs.

These suits are particularly useful, as they may be worn in town with propriety and are the logical clothes for travel.

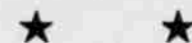
Golf suits, riding suits, hunting suits—and the topcoat, hat or cap, boots and shirts which best comport with each outfit.

Motor coats, storm coats and rain coats which are unusual combinations of sturdiness and smartness, embodying the best that England furnishes with the best that Abercrombie & Fitch tailors can make of fabrics specially imported by this house.



BOYS and youths have come in for greatly increased attention, befitting their importance as the future sportsmen and captains of industry, in the Abercrombie & Fitch Fall assortments.

The schoolboy may now select suits, topcoats, overcoats, hats and caps, as well as shoes, with that atmosphere of thoroughbred Abercrombie & Fitch fitness which he has envied in his father's clothes from the same place.



WOMEN'S suits, topcoats, hats, skirts, shirts, sweaters, waistcoats, riding clothes—what further message is necessary than that the Abercrombie & Fitch Fall and Winter models are ready in all their completeness? The announcement has become a metropolitan event much of the same recognized import as that of the annual Horse Show and the opening of the Opera.

The smell of the heather and the tang of the wind—there is a picture of outdoor freedom and enjoyment, a scene of the countryside or the brilliant Autumn woods, linked with every item in this wonderfully complete establishment.

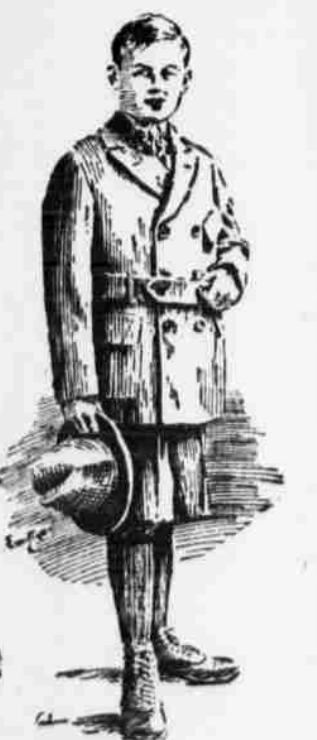
There are boots and turbans, berets and brogues, stocks and crops which one would look for far in vain. In outdoor footwear no such selections exists elsewhere in the world.



THE Abercrombie & Fitch custom departments, for both men and women, have expanded in size and importance in consonance with the general expansion of the business. Your special orders will be executed with the utmost promptness, from a selection of tweeds, homespuns, camel's hair and other imported woollens not to be duplicated in this country.



Tweed Golf Suits—Fall Assortments of Infinite Variety



Outdoor Clothes for Boys Which Rival Those of Their Fathers