

# "MR." B.D.O.C., ESQ.



We're addressing that still anonymous 'best dressed man'. The lad who, with Esquire's own stamp of approval, dresses with the casual smoothness that becomes every occasion. He is not as rare as you think, this anonymous B. D. M. . . . there are hundreds of you men on the campus with the taste and budget-ingenuity that it takes to dress smartly. For some side line coaching that counts, consult the salesmen on Magee's second floor.



Your favorite Arrow shirts with the popular Belmont or Ardsley collar in white or Tandum stripe. \$2.25 and \$2.50



You will want to show a little style finesse in sport jackets this spring. You'll like it and it definitely has 'dash' . . . . canary yellow sports jacket in soft Shetland. Second floor at Magee's is practically stuffed with sports jackets in patterned Sheland, cheviots, tweed-mixtures. You will notice the new long length jackets, low pockets, and easy looseness in fit. \$13.50 up

Silk Foulard ties with pattern smartness that adds just plain SNAP to any suit. \$1.00 and \$1.50



It's dressy, single breasted and just plain SMOOTH . . . . referring of course to the Varsity-Town grey flannel suit. With Varsity-Town's hand-needled edges, and fabric quality you have come to recognize as excellent, it's your suit for extra smartness. \$38.50

Stripes of all sizes in poplin or repp silk ties. An opportunity to let go with that bit of flash you've always suppressed. \$1.00 and \$1.50



Ribbed lysle-thread sock or bright argyles with a personality all their own. \$4.5 and \$6.5



Classic favorites in moccasin toe or wingtip styles that will grace the rungs of any chair. \$6.50



Authentic Dobbs' models with the newest 2 3/4-inch brims. An investment in style that pays. Dobbs' 'Two-Timer'. \$5.00

Varsity-Town has outdone itself this time. This spring's smartest topcoat will be the Varsity-Town Rainbow Tweed. Fly front, center vent, split sleeves with cuffs, vertical pockets. 44-inch length . . . that's THE topcoat for spring. \$29.50



It's Campus-Right when you buy your wardrobe at

Attend the JUNIOR-SENIOR PROM March 6—Meet Nebraska's B.D.O.C. First Hand.

# MAGEE'S