

The Flapper. Vol. 1, Nos. 1-3

Chicago: May-July 1922

\$600



First edition. Three volumes. Stapled wrappers. 31pp.; 48pp.; 48pp. Illustrated. Slight toning else near fine. A partial run of the first three issues of *The Flapper* from May through July of 1922. Each volume includes the motto “Not for Old Fogies” and “What is Home without The Flapper? Impossible” printed on the front cover with an image of a young flapper girl or group of girls posed for the cover photo. The first issue featured actress, Marie Prevost, as the cover girl. Of particular interest is Issue #3 which includes a glossary of up to the minute terms in the “Flappers’ Dictionary.” Other features include film reviews and recommendations of special interest for flappers, fashion photographs, contests, news from colleges, pointers on business etiquette, cooking hints, flapper humor, a letters section, articles on bobbed hair, and what to wear on the beach, etc. The masthead reveals many more women than men, and it seems sincerely aimed towards young women (even though the first issue features a photo of film star Marie Prevost in a bathing suit, walking a goose!) with targeted ads for Jazz records, business and secretarial schools, skin creams and beauty aids, dress patterns, etc. Publication ceased in August 1923.

[BTC#396864]

THE

Not for Old Fogies

MAY

Two
Dimes
a Copy

FLAPPER

Two
Bucks
a Year



Typical "Flapper"—Marie Prevost—Universal Star

What is Home Without THE FLAPPER? Impossible!

\$100 for a Flapper

THE

Not For Old Fogies

JUNE

FLAPPER

20
Cents
A
Copy
25c In Can.

TRADE MARK

Two
Dollars
A
Year
\$2.50 In Can.



P and A PHOTO

A FLAPPER FLOCK IN EVERY TOWN--ASK MYRNA

What is Home Without THE FLAPPER? Impossible!

FLAPPERS' DICTIONARY in This Issue

THE

Not For Old Fogies

JULY

**20
CENTS
A
COPY**
25c in Can.

FLAPPER

[TRADE MARK]

**TWO
DOLLARS
A
YEAR**
\$2.50 in Can.



What is Home Without THE FLAPPER? Impossible!