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THE
FLAPPER
June, 1922

Announcing Flapper Beauty Contest

CHANCE FOR MOST TYPICAL FLAPPER TO WIN
NICE LITTLE WAD OF PIN MONEY AND GET
A REAL OPPORTUNITY IN THE MOVIES.

Girls, here's good news for you!

*How would you like to get a hundred dollars—just for being
a flapper?*

The money is yours!

*That is, it's yours provided you are more of a flapper than any
of the other entrants in THE FLAPPER beauty contest.*

Your photograph will tell.

Three disinterested judges to be announced in the next issue
will give your picture the once over and if they decide you are the
most typical flapper in America you will receive \$100 as a reward.

And if you belong to a club—no matter what club it is—and
you are entered in the name of the club another prize of \$50 will
be awarded the club should you be fortunate enough to win first prize.

Don't think you haven't a chance. Beauty isn't everything in
this contest. You don't have to be beautiful to be a flapper, and if
you're not a flapper you wouldn't be considered beautiful. So
there!

The main thing is that you must be a flapper. If your picture
looks good it will be published regardless of your standing in the
contest.

WHAT DOES A FLAPPER LOOK LIKE?

Well, that's hard to tell. A Chicago newspaper recently listed
her characteristics somewhat as follows:

*Bobbed hair; powder and rouge on the face; use of lip stick;
"plucked" eyebrows; low-cut, sleeveless bodice; absence of corset;
little under-clothing, often only a "teddy-bear;" high skirts; and
"roll-your-own" stockings.*

Now don't imagine that we're recommending any of the above.

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before you pose for your picture. Personally we think that a flapper is a flapper whether in street dress, bathing suit or "knickers." It's a sort of intangible vivacity about her that identifies the flapper from everybody else. So—

If your friends think you're a flapper, chances are you are, so send in that snapshot. It may bring you the prize.

ALSO CHANCE IN THE MOVIES

The history of every beauty contest unfolds a story of the leading entrants being eagerly sought after by producers and awarded contracts to appear in the movies if they show indications of talent. And this contest is no exception.

By special arrangement with the Rothacker Film Mfg. Co., of Chicago, entrants whose features indicate that they might register satisfactorily in the movies will be given special tryouts in practical pictures produced in the company's big Chicago studio. If they make good President Watterson R. Rothacker will personally recommend them for contracts with the big Hollywood companies.

Among girls who got their start with the Rothacker company and later rose to stellar heights in the movie world may be mentioned Irene Dalton, who was promptly engaged by Christie and later Mermaid Comedies. Another legitimate and film star who had valuable early experience with Rothacker is Adele Rolland.

The Chicago studios of Rothacker occupy nearly an entire city block, on Diversey Parkway, a short walk west of Lincoln Park and Lake Michigan. The building is of reinforced concrete; the studio is 125 by 52 with about 25 feet clearance, and can easily accommodate six sets at one time.



IRENE DALTON