Flappers Protest Dictation From Paris

Every Reader of THE FLAPPER Invited to Vote on Retention or Rejection of Styles That Have Made Flappers Famous

Will Paris succeed in imposing long skirts on the flappers of America?

Not if most of them have their way!

When Paris started the short skirt fad and America eagerly aped it the dressmakers figured that it would probably run its course and then die a sudden death. But no!

For American flappers may be fickle, but they know a good thing when they see it. And they intend to hang on to it!

Moreover, Flo Ziegfeld, who ought to know, says that the reason short skirts will stay is that American girls have prettier legs than the Parisiennes, and that the movement back to long skirts was started by the elderly sassiety set whose "understanding" is extremely narrow.

So it looks at this writing as though Paris started something it can't stop. Reports from the French races indicate that the blase French dames were terribly shocked at the American who had the nerve to go France one (inch) better in the matter of freedom from encumbrances about the ankles and knees.

The American attitude could not be better expressed, we think, than by the following remarks by a Chicago flapper, whose letter was published in the Herald and Examiner:

Attention, Flappers!

Sir—Now that long skirts are coming in fashion, the problem is up to the flappers to decide whether they will wear them or not.

We are called flappers because people think we are senseless, but let us flappers show the world that we are not as senseless as they are.

In the first place, short skirts are considered by doctors as sanitary because they prevent the germ carrying that a long skirt inspires.

Secondly, let us show the world that flappers are real Americans and will not let Paris dictate the fashions for them any longer. Isn't America big enough and fine enough to dictate its own fashions?

Let us keep up the rules that flapperism is composed of—bobbed hair, short skirts and low-heeled shoes, giving the body plenty of room to expand itself and that free and easy swing that only a short skirt can afford.

What do you say, flappers?—S. A., Chicago.

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If THE FLAPPER has any knowledge at all of the temper and spirit of the flappers of America, we *know* that the flappers will take a firm and decided stand in favor of those fashions that promote comfort, health and economy.

At the risk of incurring the eternal enmity of dressmakers and hairdressers who see their profits facing a steady decline, we hereby declare ourselves unqualifiedly behind the flappers of America in their determination to declare their independence from dictation by Paris.

That the flood of propaganda filling the newspapers in favor of a return to long hair has not been as effective as the hair-dressers had hoped is evidenced by a statement made by Edward Coulson, vice-president of the National Hair-dressers' Association, which held its annual convention at St. Louis July 31st to August 2nd.

"The bob is still popular for sport clothes and informal wear," Mr. Coulson is reported to have said. "It is only for formal evening dress that it is out of place."

Wherefore, instead of advising that flappers grow their hair long again, Mr. Coulson advocates the use of false hair, pin curls, puffs and "transformations" to be attached to the scalp of the bobbed hair woman when she goes to the opera.

And the impression has become prevalent among flappers that it is lack of patriotism which induces anyone to wear a Parisian or English mode of coiffure.

THE FLAPPER has no axe to grind, but we feel that the flappers themselves, and not those who sell styles, are the ones to decide this moot question for once and all. Therefore, we have decided to institute with this issue a nation-wide referendum to determine whether or not American flappers are to surrender their newly-won freedom at the behest of foreigners whose principal concern is to profit from the continued influx of new styles.

Any flapper reader of THE FLAPPER magazine may fill out the following blank and mail it in as a token of her stand on Parisian dictation of styles. No names will be used; our only concern is to arrive at an accurate gauge of flapper opinion. Results of this referendum will be published in the November issue.

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THE FLAPPER, 604 Ogden Bldg., Chicago, Ill.

Gentlemen: This is how I stand on continuation of present-day styles. I am marking my preference with an X.

	For	*Against*
Bobbed Hair	☐	☐
Rolled Sox	☐	☐
Short Skirts	☐	☐
Knickers	☐	☐
Low-heeled Shoes	☐	☐
Corsets	☐	☐

Name..... Age.....

Street Address..... City.....

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