

# Has Arthur Murray Gone Crazy?

## WHY IS HE GIVING AWAY HIS DANCE SECRETS IN A \$3.95 BOOK?

*"I'm not crazy; just realistic," says Arthur Murray. "I know that it's not convenient for some people to get to one of my Studios—or they just haven't time to take Studio Lessons. So I'm bringing my method to their homes—in this brand-new book which they can try out, free and without obligation."*

HERE'S A REAL OPPORTUNITY for the person who wants to dance well—and enjoy all the popularity, self-confidence and good times that go with it. Arthur and Kathryn Murray have prepared a new book! It shows you how to become good at everything from the waltz to the cha-cha, from the fox trot or tango to the West Indian merengue.

Arthur Murray has put his forty years of dance secrets into this book, **HOW TO BECOME A GOOD DANCER**. His method is so simple, so sure-fire, that anyone can easily master all the steps after just a little practice.

### The Magic Diagrams That Cost \$10,000 to Produce

"Many years ago I hit upon a discovery for teaching dancing that everyone had overlooked—probably because it was staring them right in the face," says Arthur Murray. "People learn to dance by looking at their own feet, not somebody else's. So I drew footprint patterns of every step."

It took many experiments and over \$10,000 to perfect this system of diagrams. Murray's new book is filled with them. They show you exactly where to put your feet during every step of every dance; where to put your weight. Detailed illustrations show couples actually dancing the steps. You learn the secrets of leading and following; how to hold your partner; all the little subtleties that make you look good on the dance floor.

### "There is No Such Thing as a Difficult Dance"

Take the cha-cha, for example. You've probably sat it out time and again because it looked difficult. Yet, here it is on this page, broken down into its elements. Isn't it actually *simple*—when "The Man Who Gave America Dancing Feet" shows you how?

The same goes for every other dance. Now when the band breaks into a merengue you'll be

up there with the best of them. When it's waltz time, you'll be gliding across the floor like a professional. A tango... a fox trot... an exciting rumba... the mambo... samba... swing (lindy)... rock 'n' roll... you'll have every step of these dances at your command.

### Plus "Dance Secrets" from Kathryn Murray

When you have learned the steps—using the 201 helpful diagrams and sketches that fill this book—you can apply the all-important finishing touches provided by Kathryn Murray, the hostess of "The Arthur Murray Party" on NBC-TV. These are the little things that make you a polished dancer: 14 dancing don'ts; why you should accent your dancing; which dance "types" to avoid; how to apply the all-important Law of Opposites; and much more.

### Free 10-Day Trial

As you know, the dividends to be derived from becoming an excellent dancer are many: new poise and self-confidence; countless evenings of pleasure; the popularity and new friends enjoyed by those whose presence is always desired at social affairs; improved health, posture, and physical appearance; the gratification of doing well something you have always wanted to do.

Of course, the only way to prove to yourself that **HOW TO BECOME A GOOD DANCER** can help you do just that is to try this new Arthur Murray book at home. You may have a copy to use for ten days at no cost. Learn as many dances as you like. Practice with your friends.

Then make your choice: either you agree that Arthur Murray's famous method will teach you how to dance well—or you return the book and owe nothing. The coupon will bring you the book for this free-examination trial. **SIMON AND SCHUSTER, INC., Dept. FD, 630 Fifth Avenue, New York 20, New York.**



Whether You Want to Learn the WALTZ, FOX TROT, TANGO, or Any of the Very Newest Popular Dances—Yes, Even If You've Never Danced a Step in Your Life Before—Arthur Murray Makes It Easy. Here, for example, is How Simple He Makes the Cha-Cha:

### The Basic Cha-Cha

**First Half**

**Second Half**

**MAN'S PART**

**Start**

1. Step to left with left foot.
2. Step back with right foot, *accenting* that step.
3. Step *in place* with left foot.
4. Count two beats ("4-and" or "cha-cha"). Step to right with right foot, bring left foot next to right, weight on left.

1. Step to right with right foot.
2. Step forward with left foot, *accenting* that step.
3. Step *in place* with right foot.
4. Count two beats ("4-and" or "cha-cha"). Step to left with left foot, bring right foot next to left, weight on right.

After you have achieved the basic cha-cha, use the entire pattern, turning to your left.

**GIRL'S PART**

**Start**

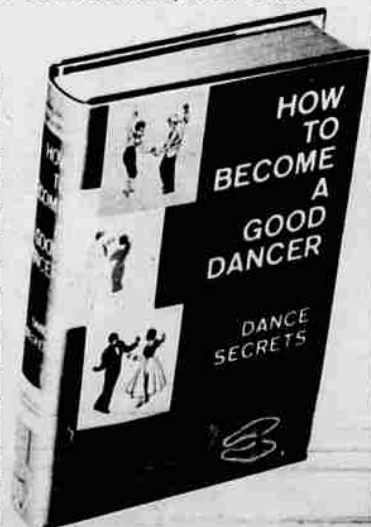
1. Step to right with right foot.
2. Step forward with left foot, *accenting* that step.
3. Step *in place* with left foot.
4. Count two beats ("4-and" or "cha-cha"). Step to left with left foot, bring right foot next to left, weight on right.

1. Step to left with left foot.
2. Step back with right foot, *accenting* that step.
3. Step *in place* with left foot.
4. Count two beats ("4-and" or "cha-cha"). Step to right with right foot, bring left foot next to right, weight on left.

**First Half**

**Second Half**

ILLUSTRATED ABOVE is the basic cha-cha. In addition, **HOW TO BECOME A GOOD DANCER** covers in detail all the cha-cha's advanced steps and variations—including the Open Break, Conversation Back Break, and the Cross-over Break.



To your bookseller or  
**SIMON AND SCHUSTER, DEPT. FD,  
 630 FIFTH AVENUE, NEW YORK 20, N. Y.**

Please send me, for 10 days' free examination, Arthur Murray's **HOW TO BECOME A GOOD DANCER**. If I am not convinced that this book can teach me the dances of my choice, I will return it and owe nothing. Otherwise, I will remit \$3.95, plus few cents postage in full payment.

Name..... (please print)

Address.....

City..... Zone..... State.....

**SAVE POSTAGE.** Check here if you ENCLOSE \$3.95 as payment in full—then WE pay postage. Same 10-day return privilege—refund guaranteed. (N. Y. City residents add 12¢ sales tax.)

**SPECIAL—FREE LESSONS AT ANY ARTHUR MURRAY STUDIO.** Enclosed with every book is a certificate entitling you to 2 free personal lessons at any Arthur Murray Studio. In this way you can brush up, if you wish, on the dances you have learned through the book—and can make certain you have followed the instructions correctly.