

In 1951 – and for 100+ years before – singles met at dances. When my mother talked about why she married my father, I remember her saying, “... and he was such a good dancer.” And, she meant it.

As this ad says, “This season be *sure* of popularity.” Being a good dancer was one of many ways a person could improve his or her marriage opportunities.



Want to be a sought-after partner this Season?

Enroll today at Arthur Murray's
Become a popular dancer overnight!

Think back to the last dancing party you went to...who had the best time? The good dancers, of course. Were you one? Or, did you just sit on the sidelines and watch and wish?

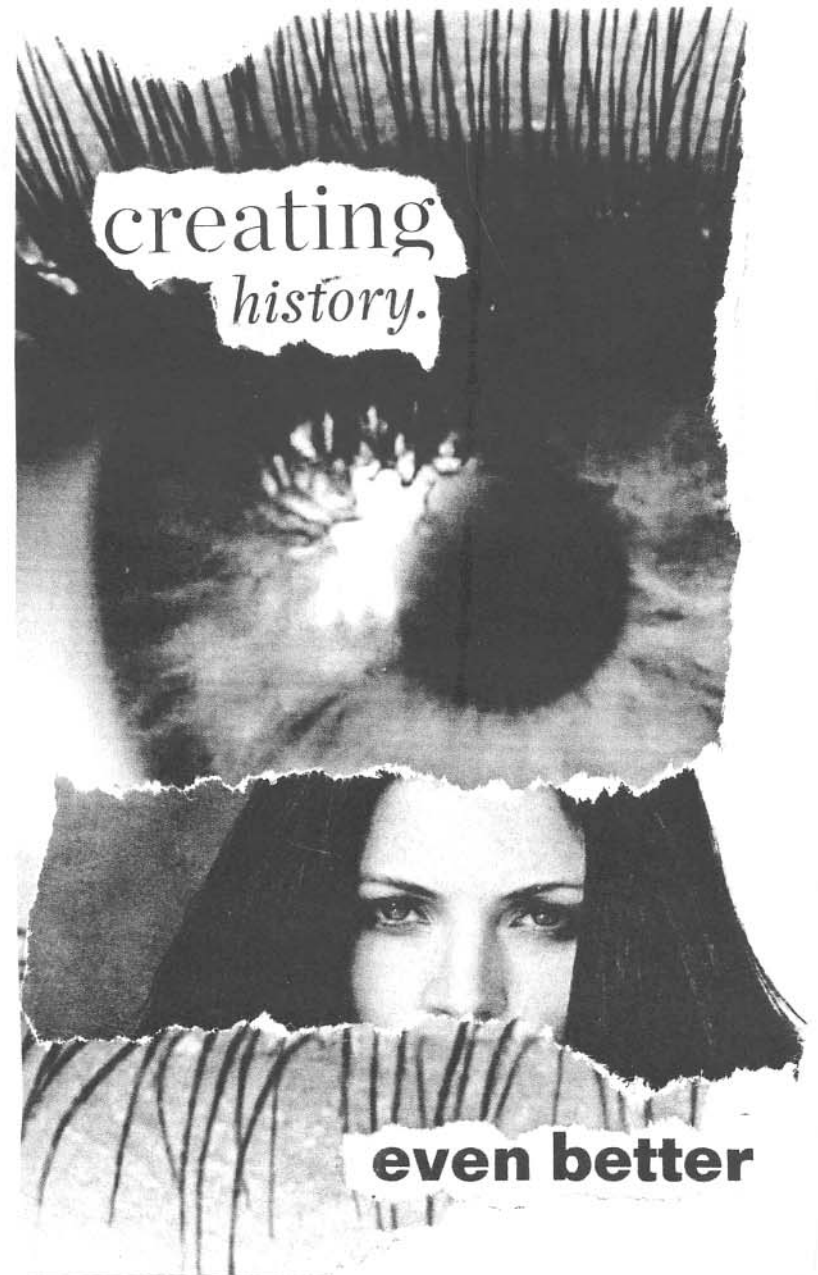
This season be *sure* of popularity. Come to Arthur Murray's now and learn the secret to dancing skill. It's quick and easy with Arthur Murray's new discovery, "The First Step To Popularity."

You'll be dancing with care-free confidence and grace in no time. But, don't wait... come in or phone *now*.

Studios Open 10 A.M.-10 P.M.

ARTHUR MURRAY
393 BOYLSTON STREET
Near Arlington Station
CO 6-6464

Illusion or not, people felt as if they had *more control* over their dating lives. I'm not sure if that's such a bad thing.



creating
history.

even better