



**S E C R E T S**

O F R Y T H M I C L I V I N G

E V E R Y W O M A N S H O U L D K N O W

by

*Irene Castle*



*This book is dedicated to  
the women of America in  
a sincere desire to contrib-  
ute something worthwhile  
in the conquest of charm.*

**THE FORMFIT COMPANY**  
Chicago . . New York

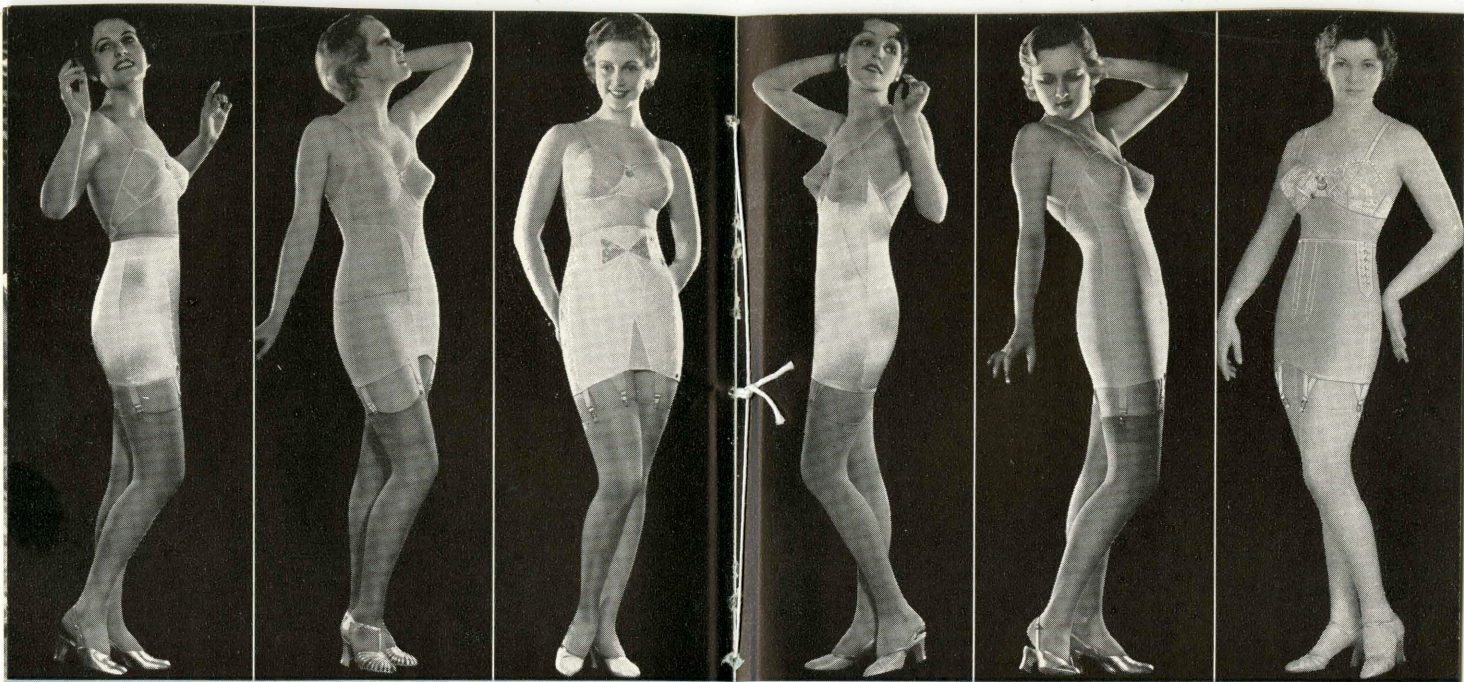
● Everyone who has appeared on the stage or been actively associated with widely discussed movements soon learns to discount compliments. For praise and censure are to public careers what painter's colic is to decorating or housemaid's knee to charring — simply occupational hazards. And so, as a seasoned trooper, I was genuinely surprised the other day to find that a compliment could touch me so deeply that I felt like dropping a curtsy. The compliment came from Mary Pickford. As we greeted each other at a breakfast party in Miami Beach she whispered to me, "Irene, you look smarter in cotton slacks than any other woman I know looks in satin." . . . The reason this pleased me so much was this: It was a tribute to what is, perhaps, the only thing which I have done entirely for myself, because beauty and talent are qualities given or denied at birth. But smartness and attractiveness are things every woman must achieve personally. And as I considered this, suddenly the idea came to me that if I were to set down the few things which observation has taught me are the basis for attractiveness and the one principle I believe to be the foundation for smartness, I might be able to help other women in their quest for charm. . . . And so this little book took form.



## *Your figure is all important*

● What features are to beauty, figures are to charm. And just as features can be either rounded or chiseled, large or small, and still lay claim to beauty, so charm is not the exclusive property of any single type of figure. It is, rather, a matter of grace and proportion . . . two things which any woman can attain. For dancing and exercise will make bodies graceful and well balanced and proper foundation garments will persuade their contours into pleasing proportions. What is the proper foundation garment for your figure? If you would know, study the next two pages carefully. On them I have set forth my idea of what each kind of figure needs to give it good lines and to create the impression of lithe youth so essential to attractiveness.





A *Formfit* FOR EVERY FIGURE AND OCCASION



## *The great secret*

● Charm is something which can't be put on the surface like a dash of powder or rouge. Whether it's found in one's personality or clothes, it comes from a deeper source which any woman can make hers, if she will only cultivate it. Many times I have asked myself why so many women never give themselves the chance to be charming. The only answer I can find is this . . . blind to their own possibilities, they strive after an ideal established by someone else. That is a tragic mistake. For every woman who would have others discover her as charming must first discover herself. She must rid herself of affectation and remember, when she selects her wardrobe, that everything in it from foundation garments to hats should be chosen because they contribute to her own style and personality, not because they make her look like a poor copy of someone else.





## *With more than words I will help you*

● So that I could make more attainable the natural approaches to charm, as defined in this booklet, I have taken the one position which—more than any other—would enable me to be of service to you. The position is that of Style Counselor to the Formfit Company. If any one thing can be singled out as a basis for freedom in movement, for completely satisfying appearance, for true smartness, it is the proper foundation garment. Nothing is more vital to achieving that distinction of person which enables one to “look as smart in cotton slacks as in satin.” That you can make such distinction yours, I give you this assurance: the Formfit Company’s garments are styled in accord with my ideas of what each individual type of figure needs to endow it with grace.



