

Arthur Murray History

The history of the Arthur Murray Franchised Dance Studios began in 1912 with a man named Arthur Murray, an American symbol of entrepreneurial success and social dancing. Murray was among the first to use advertising techniques considered cutting edge at the time. His concept of selling dance lessons by mail, one step at a time, took the use of direct mail to a new level.

Murray's creative use of print advertising attracted national attention, as did his business acumen. In March of 1920, using students from Georgia Tech, Murray arranged to have music transmitted to a group of his dance students a few miles away. This was the world's first radio broadcast of live music for dancing.

Prior to World War II, Arthur Murray teachers were a regular part of every first-class steamship cruise. During the Thirties, the studios introduced such dances to the public as the "Lambeth Walk" and "The Big Apple." In fact it was "The Big Apple" that launched Mr. Murray's one studio into the largest chain of dance schools.

In 1942, singer Betty Hutton with the Jimmy Dorsey Orchestra recorded the big hit song "Arthur Murray Taught Me Dancing In A Hurry" for the movie "The Fleet's In" and by 1946 there were 72 Arthur Murray Dance Studios across America.

Arthur Murray was the first to realize the growing popularity of the Latin dances in America during the 1950's. Many conventions were held in Cuba during that time to give Arthur Murray dance trainers first-hand knowledge of the hot new Latin styles and moves that were in vogue and becoming popular.

In July 1950, Mr. Murray purchased five fifteen minute television spots on CBS and persuaded his wife Kathryn to do the teaching. Before the third show, Arthur bought a half-hour summer series on ABC. The show was called the "Arthur Murray Dance Party." By May 1952, the Murrays had televised almost 100 programs. Their TV ratings climbed and in the summer of 1952 they signed with their first sponsor, General Foods. Millions of viewers all over the United States fell in love with the show and flocked to the Arthur Murray Studios throughout the country. This highly popular show ran for twelve years on national television.

In 2006, Arthur Murray International celebrated the induction of Arthur and Kathryn Murray into the Hall of Fame at the National Museum of Dance in Saratoga Springs, New York.



GRANDE BALLROOM OF GREENWICH

Phone: (203) 769-1800 | Fax: (203) 769-1801
6 Lewis Street Greenwich, CT 06830-5516
info@arthurmurraygreenwich.com