

# Arthur Murray Dance Studios

Arthur Murray (April 4, 1895 – March 3, 1991) was an American dance instructor and businessman, whose name is most often associated with the dance studio chain that bears his name.

His pupils include Eleanor Roosevelt, the Duke of Windsor, John D. Rockefeller Jr., Cornelius Vanderbilt Whitney, Barbara Hutton, Elizabeth Arden, Manuel L. Quezon, and Jack Dempsey. Television evangelist D. James Kennedy and Little House on the Prairie actress Katherine MacGregor were instructors of Murray's technique. Arthur Murray was inducted into the National Museum of Dance's Mr. & Mrs. Cornelius Vanderbilt Whitney Hall of Fame in 2007.

In 1919, Murray began studying commerce at the Georgia School of Technology, and taught ballroom dancing in Atlanta at the Georgian Terrace Hotel. In 1920, he organized the world's first "radio dance", which were broadcast to a group of about 150 dancers (mostly Tech students) situated atop the roof of the Capital City Club in downtown Atlanta.

His first business was selling dance lessons by mail, using a kinetoscope. Though the idea was successful, he had problems with the business, which failed. His second business was drawing and selling "footprints" which prospective dancers placed on the floor and followed to learn dancing. This mail-order business remained successful. His third business, launched in 1925, involved selling branded dance lessons through franchising. He trained dance instructors for the Statler Hotel chain, who then went to various hotels and gave lessons; Murray kept some of the profits from each franchise.

This business was expanded more widely in 1938, when an Arthur Murray dance studio franchise was opened in Minneapolis, Minnesota. Others followed. His slogan was: "If you can walk, we teach you how to dance," and the company guaranteed that the pupils learn to dance in ten lessons.

After WWII, Murray's business grew with the rise of interest in Latin dance, and he regularly taught and broadcast in Cuba in the 1950s. Murray went on television with a dance program hosted by his wife, Kathryn Murray, The Arthur Murray Party, which ran from 1950 to 1960, on CBS, NBC, DuMont, ABC, and then on CBS. Among the Arthur Murray dance instructors in the early 1950s was future television evangelist D. James Kennedy, who won first prize in a nationwide dance contest.

The Murrays retired in 1964; but they continued to be active for some time, appearing as guests on the Dance Fever disco show in the late 1970s. By then, there were more than 3,560 dance studios bearing his name. In 2007, about 220 Arthur Murray Studios remained in operation. Arthur Murray Dance Studios claims to be the second-oldest franchised company (the first, A&W Restaurants, began in 1919).

[[http://en.m.wikipedia.org/wiki/Arthur\\_Murray](http://en.m.wikipedia.org/wiki/Arthur_Murray)]

