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Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: Jean Murray's Memo, sponsored by W. T. Grant's

Date: October 24, 1949

Recording number: D.16.18; CD 3, track 40

Length of recording: 15:10

[transcript begins]

[organ music plays]

ANNOUNCER: The W. T. Grant Store in Bangor presents Jean Murray's Memo, the latest in the women's world of homemaking, fashions, club work, and of course, events of local interest, with your hostess, Jean Murray.

MURRAY: Good morning, everyone, and welcome to Jean Murray's Memo. I think undoubtedly you're a little bit puzzled, you wonder who I am and what I'm doing here. And I will try to take care of all of that for you this morning. First, do let me introduce myself. I am, as you have heard, Jean Murray. My home is in Augusta, Maine, or I should say my home has been in Augusta, Maine. I went to grammar schools in Augusta, to Cony High School. I think many of you sports fans will recollect the name Cony High. From there I went on to Colby College, still in Maine, in Waterville this time, where I studied for a while thinking that one day I might be a teacher. But that never did quite turn out and soon I went to Massachusetts, Boston, to the Massachusetts General Hospital School of Nursing where I spent three years and became a registered nurse. After that, I taught nursing for a while and decided that I wanted to do a little bit of talking and fell into radio by the wayside and went down to WRDO in Augusta where I spent a good many happy months and in fact they stretched out into a couple of years. Then come last spring I did what a great many other young ladies have done before me. I was married. Then after my marriage I continued on with my radio, and my husband, in the pursuit of his education, came up to Bangor where he is a student, and of course I followed along. Well that gives you the reason for my being here. Just so you will know a little bit more about me, I might tell you that as far as likes go, I am very fond of people. I think probably they are my chief interest. I really enjoy keeping house and cooking. That means you're going to have a few recipes worked out on you once in a while, a few household hints sent your way. I very much enjoy doing radio work which means that I am going to be very anxious to visit with you every day at this same time. I like to read, which means that if you like to read, too, I'd very much like to swap ideas and comments with you on some of the latest best sellers. I like to see plays, I enjoy listening to music and I'm not above a good political discussion once in a while. So you see there are lots of things that we can talk about. As a matter of fact, there's one other thing I think I should tell you before I bid farewell to the discussion of the big "I," and that is that when I was a little girl, I was called "Nosy," and I'm afraid I was, but since I'm all grown up now I think you can call that nosiness legitimate curiosity. And since I sit on this side of the microphone, I'm going to be curious

about everything connected with you and I'm going to pass it along to your neighbors. And that's the story of me.

So now I know you'd like to know what I intend to do on our visits every morning, and this is the plan. First of all, I want to get acquainted with you. I want to know you, I would like to have you come and talk with me on the air at different times, I would like to have you talk with me and let me report our talk to all of our listeners and in general I would like to feel that I knew what you thought about lots of things, that I had your favorite household hint tucked away someplace and your favorite recipe in my recipe file and all that sort of thing.

Then we're very interested in knowing what's going on in clubs. I think almost every woman has some one or two clubs of which she is very fond and most of those clubs have a pretty good reason for being. Many of them have community projects that they are trying to put across. Most all of them have something that's really worth while going on. Every once in a while undoubtedly at your own club meeting you have a speaker or so, and haven't you ever come home and said, "You know, I think it's just a shame, last evening at the club we had Miss so-and-so as our guest speaker, there thirty members there and we all enjoyed here just so much, but, well it's a shame that everyone in the area couldn't hear what she had to say." Well, if you feel that way about your club, your speakers, your projects, you just let us know. We'd be more than happy to have you on the air and with us in the morning telling all about what went on at your club meeting the night before or two or three nights before if you like or we would just be happy to report to our listeners what you report to us if you don't feel like getting up in time to come and have a cup of coffee with us. Now that takes care of that situation pretty well.

There's another phase of woman's life that I think we ought to mention, and there are all sorts of things, housekeeping, cooking and menus, the world of fashion. You like to know what's being worn on 5th Avenue as well as what's being worn on Main Street of your own home town. You'd like to have new ideas on most anything, you like to talk about the local interest, doings that are going on, you like to hear from and about visiting personalities, you like to hear about interesting people in your own area. There are ever so many things right around us that we're just going to delve into and find out about and talk over. And then before we leave this section of the program I want to mention something to you that I heard once and that really impressed me. I heard someone say that a homemaker was a wife, a mother, an economic specialist, a nurse, a dietician, a teacher, a cook, a glamour girl, a politician, a referee, an interested citizen, a club woman and well, just woman. So, since it's "just woman" we'll try very definitely to take in all of these phases of being "just women" and I think we'll do it without any trouble.

Now another feature of this program which I know you're going to appreciate will be our shopping service. It's unfortunate, but most of you homemakers just don't have the time that you would like to spend shopping around looking for bargains for high style and for new items on the market. So, since I'm downtown in Bangor every day anyway, I'll make it a point to go through that wonderful big Grants store at the corner of Hammond and Central streets and make notes here and there. Then every day we'll pass those notes along to you and you will always know just what is news for you from Grants.

With this real chilly weather early this morning, my thoughts immediately turned towards sweaters and I wouldn't be at all surprised if yours did, too, and if they did, here's what you should know on the sweater scene. Grants have a really complete array of sweaters, styles for the school gals to wear with their pet skirts, for little girls to wear to school and for you to wear as costume accents and of course for everyone to wear for real warmth. For instance, there are all wool cardigans, soft, smart, in a glorious array of colors, and priced at just \$2.98. For you women who appreciate beautifully fitted coat sweaters, there's a perfect find for you in navy, winter wine, and copen, really glowing colors, in one hundred percent poor virgin wool, sizes 36 to 44 and priced at \$4.98. And not to forget anyone, for the little tots in your house, there are darling little wool pullovers in fancy patterns, you know the kind that seem to appeal so much to the little tots. There's no getting around it. I'm sure you'll agree that sweater weather is here to stay. And in order to keep your sweater wardrobe right up to where it should be, for high style and budget priced sweaters, be sure you check the sweater department at W. T. Grant Company in Bangor, because there I saw things that I know you will want to see.

And high up in every woman's list of favorite subjects is fashion. Somehow or other we always like to know what the so-called authorities have to say about what's coming and so here I have an article that came from the wires of United Press. It is concerned primarily with one Madame Schiaparelli who has long been a big name in the fashion field. Madame Schiaparelli has a few ideas as to what's going on in late winter and she's even considering her spring wardrobe finds. I think we can fool around a little bit with the spring just to keep the spring in our steps perhaps but anyway it's fun to know the picture of things to come. Of course you know that Madame Schiaparelli has long had a name for simple glamour in the fashion field. She has never liked exaggerated lines. She has said that she was one of the first to use shoulder pads in women's clothes, and then when they became exaggerated to almost football player proportions, she was one of the first to go back to rounded lines. Her first American collection which we're going to see shortly I understand includes some padding in the shoulders of course, but not too much. Coats and suits have a real rounded shoulder line. She often uses a dropped shoulder seam in both suits and coats and the rounded lines are also carried out in the curved fit of the suit jacket. You know, Madame Schiaparelli fits them very snugly at the waist. The jackets are short, and believe it or not, they think the skirts are going to be shorter come spring, but of course that isn't our problem right at the present. The designer says that her skirts for fall are just about a hand span below the knee and that isn't very far, and since most of them are straight cut, they do have the appearance of being even shorter. Occasionally, a skirt does have fullness gathered at either side, as in one navy silk dinner suit of which Madame is particularly proud, or there are un-pressed pleats that give the effect of an extra front panel on a straight skirt. Again, Madame Schiaparelli stresses that she doesn't care for flatly pressed pleats anywhere in the spring line. That is quite a far cry, however, from what she has offered for fall, you remember. At first glance, clothes with the Schiaparelli label may seem to be overly simple to most American women. There are no startling styles. The coats are cut on simple lines with the accent on pockets and collars. Incidentally most of the coat collars are cut to flare at the sides, but they are notched in the back so that we may wear them with any of those deep fitting hats that they are showing for us this year. Madame Schiaparelli also calls her collection fashionable, functional, and designed to be lived in. She says that she didn't design it particularly with American women in mind, nor did she design it for her Parisian models. She believes that good clothes are good anywhere and of course that

is always something to consider, so these clothes are designed to flatter a woman whether she lives in this country or abroad, in town, or in country, and she has listed several separate costumes that I think you might like to hear a little bit about. She's combining tweed with dark gray flannel in bolero suits and something else, the bolero jacket is flared. That is a picture of things to come because we haven't had the flared bolero for quite some time. Also the bolero has a small collar and turned back cuffs. Definite details. Then the soft finish wool that's been so popular for fall suits this year is going to be used in the spring, in suits, in soft shades, toast shades she tells us are going to be very good. They too have those un-pressed kick pleats that we were talking about and just a little bit of something different here and there, she doesn't say just where, to give extra interest. The favorite colors in the collection are a bright orange-red, a soft pink, a very brilliant chartreuse, golden beige, and navy blue. It does seem that the colors don't change too much from time to time. We usually can find about the same colors, our favorite colors, no matter what the season or what the year, but that will give you a vague idea of the clothes that are being featured by the very smartest designers this year and a little look into the future. Of course, the fact remains that when you come right down to wearing these clothes you can find in your own hometown just the dresses that are going to suit you perfectly because somehow or other our American designers have a way of taking a little something in there, adding a little something here to all of the designer's costumes to make them just right for the average American woman.

But now before I get carried away with my philosophizing and comments on the fashion scene, you know it's all right for us to talk of styles to come and we can always do that but there's one fact that remains without any question. We here in the state of Maine are just about ready to start to adjust ourselves to a long, cold winter. But that long, cold winter doesn't have to be as long or as cold, anyway, as it sounds. For most women have discovered that the addition [record skips here a few times] ... whatever the weatherman says and take it with a big smile. Once the problem of coping with the cold is all settled the true woman immediately thinks of, of course, style, and of course, a fur coat is the style that will take her anywhere at anytime, secure in the knowledge that she is perfectly dressed for any occasion and what more could any woman want? Speaking of these important items, most of you ladies will be really thrilled once you visit the fur coat department at your big new Grants store in Bangor. There you'll find everything, the coat that promises to keep you warm all this winter and for a good many winters to come, the coat that has style unmistakable, and the type of fur that will suit every budget. From mouton to mink, there's a type of fur for everyone. And of course, there's just the coat for everyone, for you, too. Now in this day and climate, there's no question a fur coat is the practical solution to every winter coat problem. And your choice of a new fur coat this fall can be an extremely pleasant trip, so plan right away to stop in to the fur coat department at Grant's, or better still, make a date with your hubby, and go together to look over this wonderful selection. But be sure you do it right away, and of course the place is the fur coat department at your W. T. Grant Store at the corner of Hammond and Central streets in Bangor.

And it looks as if that's just about all the time that we have for this morning. So, just a preview of what we're going to have tomorrow, a little bit of talk about the best sellers in books these days and a few ideas on Halloween parties because of course Halloween is definitely in the air. And that does it until tomorrow at this same time. So if you have a favorite household hint, a recipe, if your club has a project

that you would like to tell us about, won't you share it by writing to me? This is your hostess, Jean Murray.

[organ music plays]

ANNOUNCER: We invite you to listen tomorrow at this same time for Jean Murray's Memo, presented by the W. T. Grant Store in Bangor.

[recording ends]

[transcript ends]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

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