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WY PLAY
HOUSE

LOSERVILLE

A NEW MUSICAL BY ELLIOT DAVIS AND JAMES BOURNE



18 JUNE - 14 JULY 2012

FACTS ABOUT THE GROOVY 70s

AMERICAN STYLE

Dubbed the “Me Decade”, the 1970s prided itself on the importance of the individual. The early 1970s ushered in this new way of thinking and included many notable events that would have a profound effect on the world. Americans looked forward to a future filled with the excitement of space exploration and new exciting technological inventions.

- The population of the U.S. in 1970 was 204,879,000
- The national debt in 1970 was \$450 billion
- The average annual salary in 1970 was approximately \$7,800 per year
- The federal minimum wage averaged about \$2.50 an hour
- About 4 million Americans were unemployed at the start of the decade
- The inflation rate in the U.S. was 5.84%
- The average cost of a new house in 1970 was \$23,450
- Americans renting a home at the beginning of the decade spent about \$140 per month
- The average life expectancy of a male was 67.1 years old
- The average life expectancy of a female was 74.8 years old
- A 1970 U.S. postage stamp cost 6 cents but was up to 13 cents by 1979
- At the beginning of the decade, gas was 36 cents per gallon
- The president of the U.S. in 1970 was Richard Nixon, who was re-elected in 1972.
- A quart of milk cost 33 cents and a loaf of bread cost about 24 cents
- The speed on U.S. highways was decreased to 55 miles per hour
- The U.S. voting age was lowered from 21 to 18
- 8.5 million Americans were enrolled in institutions of higher learning
- The average cost of a new car was just under \$4K
- A movie ticket cost an average of \$1.50

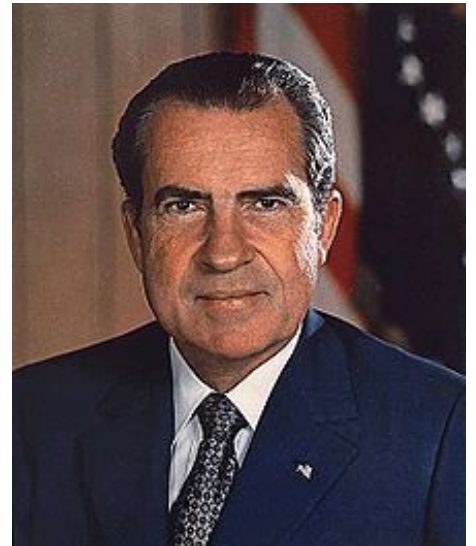
1970s POLITICS MAN...

“How can one evaluate such an idiosyncratic President, so brilliant and so morally lacking”

RICHARD NIXON PRESIDENT OF THE UNITED STATES OF AMERICA (1969 – 1974)

The chaotic events of the 1960s, including war and social change, seemed destined to continue in the 70s. At the beginning of the decade, there was a growing disillusionment of Government, advances in civil rights, increased influence of the women’s movement, a heightened concern for the environment, and increased space exploration and other technology.

The early 1970s was an interesting era for politics. Richard Nixon, the President of the United States had a complex personality, and was known to be very secretive and awkward. He was inclined to distance himself from people and was formal in all aspects, wearing a coat and tie even when home alone.



When Richard Nixon took office, 300 American soldiers were dying each week on average, in Vietnam. The Vietnam War was widely unpopular in the United States, with violent protests against it ongoing. The Vietnam War was a Cold War-era military conflict that occurred in Vietnam, Laos, and Cambodia from 1 November 1955 to the fall of Saigon on 30 April 1975. This war was fought between North Vietnam, supported by its communist allies, and the government of South Vietnam, supported by the United States of America and other anti-communist countries. The Viet Cong (also known as the National Liberation Front, or NLF), a lightly armed South Vietnamese communist-controlled common front, largely fought a guerrilla war against anti-communist forces in the region. The Vietnam People’s Army (North Vietnamese Army) engaged in a more conventional war.

The war exacted a huge human cost in terms of fatalities. Estimates of the number of Vietnamese soldiers and civilians killed vary from less than one million to more than three million. Some 200,000–300,000 Cambodians, 20,000–200,000 Laotians, and 58,220 U.S. service members also died in the conflict.



An American B-66 Destroyer and four F-105 Thunderchiefs dropping bombs on North Vietnam

VIETNAM PROTEST MOVEMENT



A crowd of demonstrators gather at the Washington Monument for a rally to protest the Vietnam War on Nov. 15, 1969.

When the Vietnam War started only a small percentage of the American population opposed it. The first march to Washington against the war took place in December, 1964. Only 25,000 people took part but it was still the largest anti-war demonstration in American history.



As the war continued, more and more Americans turned against it. People were particularly against the use of chemical weapons such as napalm and agent orange. In 1967, a group of distinguished academics under the leadership of Bertrand Russell, set up the International War Crimes Tribunal. After interviewing many witnesses, they came to the conclusion that the United States was guilty of using weapons against the Vietnamese that were prohibited by international law. The United States armed forces were also found guilty of torturing captured prisoners and innocent civilians.

Demonstrations against the war steadily increased in size during the late 1960s. In New York, over a million people took part in one demonstration. The public opinion polls showed that a narrow majority of the people still supported US involvement in Vietnam. The most dramatic opposition to the war came from the soldiers themselves. Between 1960 and 1973, 503,926 members of the US armed forces deserted.

ROLE OF WOMEN IN SOCIETY

For women, the early 1970s was a time of change. Their place was no longer solely in the home. In Loserville, Holly writes a letter to Germaine Greer,

‘Dear Miss Greer, I now see everything you have written about in the *Female Eunuch* is correct. It is clear that men do hate women and that we as a sex have been taught to hate ourselves...’

As a young woman, who is clearly very intelligent, Holly wants to achieve great things in her life but feels that no one takes her seriously because of her looks. In the early 1970s life for women was beginning to change for the better and Holly, as a young woman, represents that shift that took place. Holly’s copy of *The Female Eunuch* is described as being ‘well thumbed’, suggesting that she holds its values and opinions very close to her heart and own beliefs.

Australian writer **Germaine Greer** (born 29 January 1939) had an enormous impact and influence on the feminist movement of the early 1970s.

Her book *The Female Eunuch* became an international best-seller in 1970, turning her into a household name and was translated into eleven different languages. By March 1971, copies of the book had almost completely sold out. Greer argued in her book that women do not realise how much men hate them, and how much they are taught to hate themselves. It is believed that, when *The Female Eunuch* was first published, one woman had to keep it wrapped in brown paper because her husband wouldn’t let her read it; arguments and fights broke out over dinner tables and copies of it were thrown across rooms at unsuspecting husbands.



POWERFUL WOMEN IN 1970s AND BEFORE

Below are some influential women in the 1970s who also would have had a positive effect on young women like Holly...



Isabel Martínez de Perón, the first woman President of Argentina in 1974



Gloria Marie Steinem (born March 25, 1934), an American feminist, journalist, and social and political activist. Leader of the women's liberation movement in the late 1960s and 1970s.



Nellie McClung, Emily Murphy and Laura Jamieson (March 1916) were the leaders of the feminist cause in Canada.

70s CLOTHING GROOVY FASHION BABY



1970s clothes were not designed to be ignored. In some ways, 1970s clothes for men were quite a change from what was commonly worn in the late 1960s. Tight shirts with bright prints or sometimes outrageous patterns could be seen. Huge collars topped off the look. Although the hippie look was still alive, and many people proudly wore the uniform of t shirt and jeans, things were changing and some would say it was not necessarily for the better.

It's an understatement to say that the 70s fashion styles were a bit far out. Wild prints, shoes that added five inches to your height, polyester suits and short shorts that left little to the imagination were all part of the 1970s hot look!



1970s Flares

Flares were a carry-over from the 1960s but still very popular. There was one change however - the ladies also sported "hip huggers", jeans that sat several inches below the normal waistline. These jeans or "dungarees" were often very tight.



1970s shirts

Men's shirts during the 1960s usually included small, button-down collars but men in the 1970s were inclined to wear shirts of the louder variety. Shirts in loud prints with long, pointed collars were the norm.

70s Platform shoes

The most notable accessory of the 1970s had to be the platform shoe. Worn by women of all ages and men too, these shoes were in nearly every shop. The soles on these shoes, boots, or sandals ranged from about two to five inches thick. Many of them were fashioned in wild prints, some were glittery - particularly in the late 70s, and others were even transparent.



70s MUSIC

The early 1970s saw the rise of popular soft rock/pop rock music, with recording artists such as

Carole King



Carly Simon



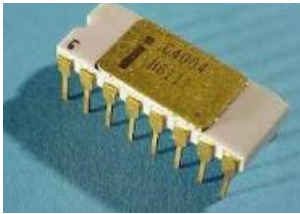
The Rolling Stones



Janis Joplin

TECHNOLOGY

The birth of modern computing was in the 1970s, which saw the development of:



The world's first general microprocessor



Pocket Calculator

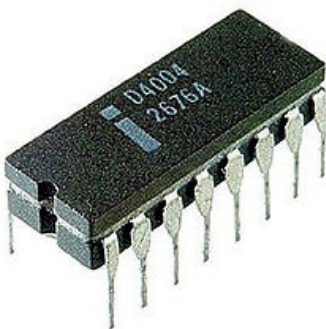


The earliest floppy disks, invented at IBM became commercially available in 1971



A Philips N1500 video cassette recorder.

COMPUTERS



In the early 1970s, the word “computer” wasn’t used very widely and computers were definitely not to be found in the home. In the scientific world, however, computers had been around for decades and by the early 1970s large businesses had been using them for some time.

In 1970, Intel Corporation introduced the Intel 1103 computer memory, the world’s first dynamic RAM chip, and then the first microprocessor in November 1971, dubbed the Intel 4004.

Both of these inventions would change the world of computing forever.

THE FIRST EVER EMAIL

*'We just found the answer it's the missing piece
It's ev'ry thing we need to make this crazy concept work...'* Michael, Loserville



Raymond Samuel Tomlinson was born in 1941, New York City and changed the way people communicate forever. He implemented an email system in 1971 on the ARPANET and it was the first system that could send mail between users on different hosts connected to the ARPANet. (Previously, mail could be sent only to others who used the same computer.) To achieve this, he used the @ sign to separate the user from their machine, which has been used in email addresses ever since. The first email Tomlinson sent was a test e-mail.

SCIENCE FICTION AND STAR TREK

'If the Universe is a place that we call home we're not alone. Why should we believe that we're here on our own?' We are not alone, Loserville

In the early 1970s, Science fiction and Star Trek was very popular with young people and adults alike. In Loserville, the company visits a Sci -Fi convention and numerous references are made to Star Trek throughout the musical. Sci-Fi is a genre of fiction that explores the possibility of the future, space travel, aliens, and paranormal abilities.

Star Trek is an American science fiction entertainment franchise and the series debuted in 1966. The show quickly became a cult phenomenon and was extremely popular with teenagers in the late 1960s and early 1970s. Star Trek followed the adventures of James T. Kirk and the crew of an exploration vessel - the Starship Enterprise who aim to boldly go where no man has gone before. In Loserville, numerous references are made about principal Star Trek characters.

See below for your definitive trekkie guide...



William Shatner as
Captain James T. Kirk



Leonard Nimoy as
Spock



DeForest Kelley as
Dr. Leonard "Bones"
McCoy



Nichelle Nichols as
Uhura

Star Trek / Sci-Fi conventions



In Loserville, Samantha, Francis and Marvin take part in a 'Starship of the Future' competition at a Sci - Fi Convention. The first 'Star Trek' conventions were set-up a result of a letter-writing campaign, spearheaded by a group of fans, to keep the Star Trek series alive.

SPACE EXPLORATION



Neil Alden Armstrong (born August 5, 1930), an American former astronaut, was the first person to set foot upon the moon. In July 1969, Neil Armstrong was the commander of Apollo 11, America's first attempt to land a manned vehicle on the Moon. On 20 July, 1969, Armstrong and fellow astronaut Edwin Aldrin successfully touched down on the lunar surface. As Armstrong became the first person to touch the Moon's surface, he spoke the phrase, "That's one small step for man; one giant leap for mankind". He and Aldrin explored the Moon's surface for 2.5 hours. The Apollo 11 crew consisted of commander (CDR) Neil Armstrong, command module pilot (CMP) Michael Collins, and lunar module pilot (LMP) Edwin "Buzz" Aldrin. They were selected as the crew in January 1969, and they trained for the mission until just before the actual launch day. The lunar trip took just over three days. Apollo 11 safely blasted out of Moon orbit on its way back to a splashdown in the Pacific Ocean on 24 July 1969.



THE DEFINITIVE GUIDE TO GROOVY 1970s VOCAB

- 'Bootin' ("I'm going Roller Bootin" or rollerskating)
- The 'Crib' (Someone's house)
- 'Dream On'
- 'right On!'
- Douche bag
- Far out
- Groovy
- Dork
- Chill out
- Man (after nearly every sentence)
- Are you hip? (do you understand?)
- Keep on truckin'