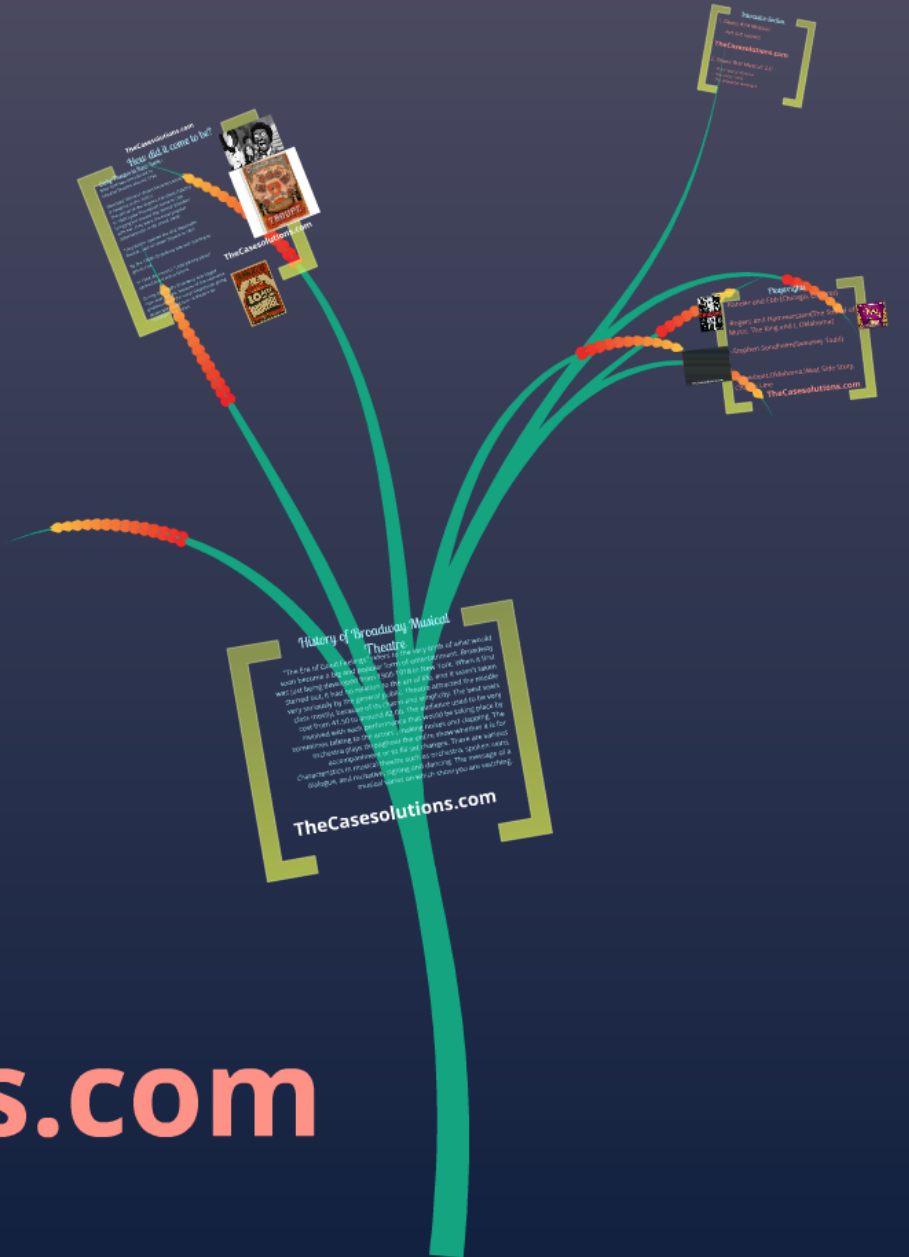
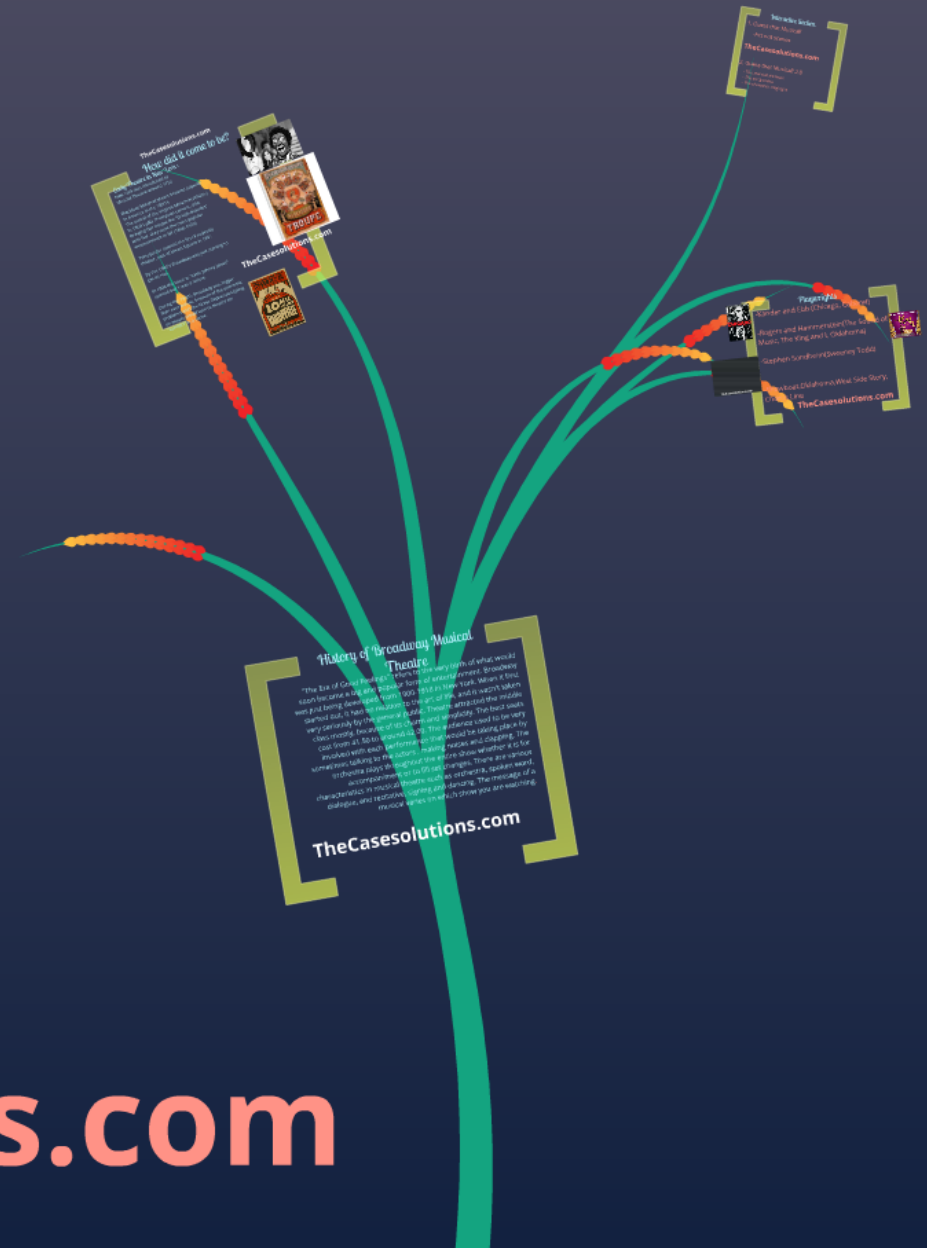


Olympic Rent-A-Car U.S.: Customer Loyalty Battles



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History of Broadway Musical Theatre

"The Era of Good Feelings" refers to the very birth of what would soon become a big and popular form of entertainment. Broadway was just being developed from 1900-1918 in New York. When it first started out, it had no relation to the art of life, and it wasn't taken very seriously by the general public. Theatre attracted the middle class mostly, because of its charm and simplicity. The best seats cost from 41.50 to around 42.00. The audience used to be very involved with each performance that would be taking place by sometimes talking to the actors, making noises and clapping. The orchestra plays throughout the entire show whether it is for accompaniment or to fill set changes. There are various characteristics in musical theatre such as orchestra, spoken word, dialogue, and recitative, signing and dancing. The message of a musical varies on which show you are watching.

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How did it come to be?

atre in New York :

*s introduced to
tre around 1750*

*strel shows became popular
the 1830's*



How did it come to be?

Early Theatre in New York :

New York was introduced to Musical Theatre around 1750

Blackface Minstrel shows became popular in America in the 1830's

The arrival of the Virginia Minstrels (1840's)

In 1868 Lydia Thompson came to USA bringing her troupe the "British Blondes" with her. they were the most popular entertainment in NY (1868-1869)

Tony pastor opened the first Vaudeville theater, east of Union Square in 1881

By the 1900's Broadway was just starting to get its rise.

In 1904 the musical "Little Johnny Jones" opened but it was a failure.

During the 1930's Broadway was bigger than ever before, because of the economic problems with the Great Depression going on people would turn to theatre for "comfort" in a sense.



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Playwrights

- Kander and Ebb (Chicago, Cabaret)
- Rogers and Hammerstein(The Sound of Music, The King and I, Oklahoma)
- Stephen Sondheim(Sweeney Todd)
- Showboat,Oklahoma,West Side Story, Chorus Line

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Interactive Section

1. Guess that Musical!

-Act out scenes

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2. Guess that Musical! 2.0

- The musical it's from
- The song name
- The character singing it

RODGERS AND HAMMERSTEIN'S

THE KING AND I



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