

# History, Heritage & Tradition

*A short overview from the 20s to 70s*

Two Early Promoters

\* Benjamin Lovett, Dance Master

\* Lloyd "Pappy" Shaw

## 1940s

Transition from "visiting couple" to "modern/western" begins

Cheyenne Mountain Dancers Tour and publicize SD

Square Dancing learned in 6 lessons.

New Calls: Allemande Thar, DoPaso

Ed Gilmore Caller Schools start

Music becomes available on 78 (RPM) records

## 1950s

Callers communicated via letter

First National Convention, 1952

1956: 5th National Convention in San Diego is first over 10K attendance.

Sets in Order & American Square Dance Mags grow

1956-First Hilton introduced

45 RPM records become available

## 1960s

More Square Dance resorts open- Fun Valley 1963.

1969: HeeHaw TV show (35 million watch, 26 seasons)

Hilton SS200 & AC200

Wagon Wheel Records

21 lessons to learn to SD

1st All Europe Square Dance Convention in Germany

Number of calls grow

Dancing becomes faster, more exciting and challenging

Classes are large (typically 6 squares)

Drop out rises dramatically (estimated 50% don't return after graduation)

## 1970s

Calling without Pass the Ocean, Ferris Wheel, Hinge, Touch 1/4, Recycle

1972 Callerlab started with "Direction" publication. 1st convention (74)

Caller note services

Huge National Conventions: 1975 (1st over 20K), 1976, 39,796 largest)

Youth and Gay clubs appear

Hilton AC-300