

"All the News.  
That's Fit to Print"

# The New York Times.

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## LATE CITY EDITION

Condensation of U. S. Weather Bureau forecast:  
Cloudy, mild, chance of rain late  
today. Clearing, cold tomorrow.

Temperature range today: 47—35.  
Temperature range yesterday: 47-30.7.

Full U. S. Weather Bureau Report, Page 34.

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NEW YORK, SATURDAY, FEBRUARY 23, 1957.

Times Square, New York 36, N. Y.  
Telephone LACKAWANNA 4-1000

FIVE CENTS

# Rock 'n' Roll Teen-Agers Tie Up the Times Square Area

Line Up at Theatre  
18½ Hours—175  
Police Called

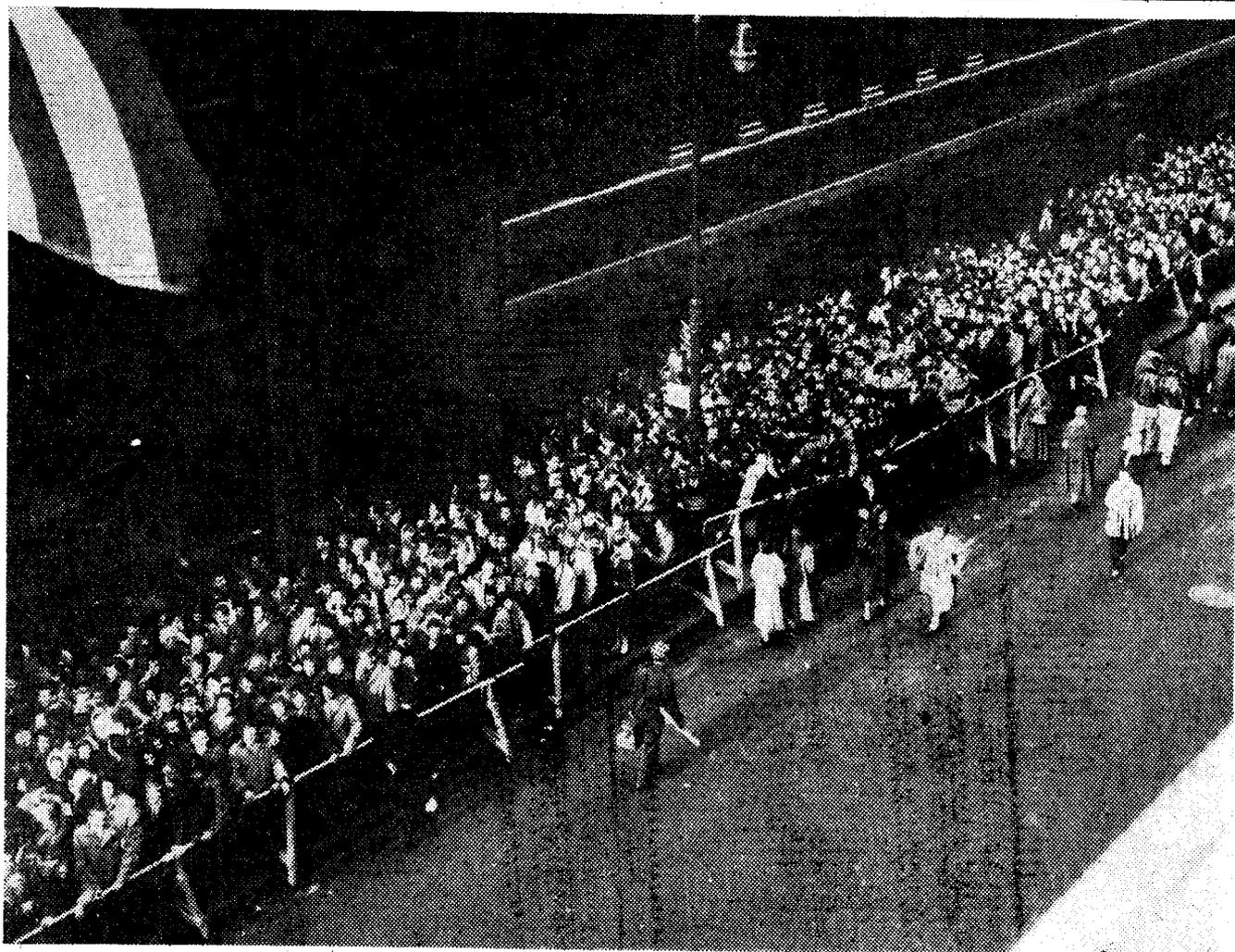
By EDITH EVANS ASBURY  
Teen-age rock 'n' roll enthusiasts stormed into the Times Square area before dawn yesterday and all day long they filled sidewalks, tied up traffic and eventually required the attention of 175 policemen.

They began lining up at 4 A. M. to see the show at the Paramount Theatre. It wasn't until eighteen and a half hours later—at 10:30 P. M.—that the last of the line entered the theatre. Late arrivals continued buying tickets, however, until the box office closed shortly after 1 A. M. The show featured Alan Freed, a disk jockey who takes credit for coining the phrase rock 'n' roll.

The rock 'n' rollers stamped their feet so vigorously in the theatre that firemen became alarmed and sent for inspectors from the Fire and Buildings Departments at 5 P. M. The management cleared three-fourths of the 1,600 youngsters from the second balcony as a precautionary measure.

All but the first four rows, seating 206, were refilled at 7:30 after a preliminary report by a building inspector, and at 8 o'clock occupancy of the entire second balcony was approved by Nicholas Lanese, chief construction inspector of the Building Department.

A theatre spokesman said that 15,220 patrons had attended the six stage and seven movie shows



Part of the holiday crowd waiting yesterday on West Forty-third Street for admittance to the Paramount Theatre

The New York Times

between 8 A. M. and 1 A. M. The attendance figure and receipts of \$29,000 set opening day records for the thirty-one-year-old theatre, the spokesman said. When the last stage show

ended most of the crowd left, leaving only a handful of persons watching the final showing of the movie.

"Rock 'n' roll is really swing with a modern name," Mr. Freed

said in his backstage dressing room between performances. "It began on the levees and plantations, took in folk songs, and features blues and rhythm. It's the rhythm that gets the kids.

They are starved for music they can dance to, after all those years of crooners."

Other experts described rock

Continued on Page 12, Column 2

# Blue-Jean and Leather-Jacket Set Find Rock 'n' Roll at Paramount Theatre the Most



At earlier shows, there was dancing in the aisles, and . . . . many enthusiasts stood on seats to see better. Later, things quieted — somewhat.

items are pre-teen and teen-sized jackets, skirts, T-shirts, jeans, hats, nylon scarves, charm bracelets, sneakers and nylon stretch hobbly socks, all bearing the Presley insignia, are big sellers in the nation's stores.

Chain, drug and novelty stores now feature lipsticks in autographed cases bearing color names for such Presley hit tunes as Hound Dog orange, Love You fuchsia, and Heart-break pink.

70,000 Dungarees

One large manufacturer of dungarees has sold more than 70,000-odd pairs of black twill jeans with emerald green stitching for the nation's youths.

Rock 'n' roll motion pictures also have been doing well at the cashier's booth. Columbia Pictures Corporation rang up profits of \$3,000,000 on the film, "Rock Around the Clock," which cost only \$350,000 to make.

Alan Freed, whose rock 'n' roll stage show opened at the Paramount Theatre in Times Square yesterday, broke the house record set by the Brooklyn Paramount Theatre with the show he put on there last Easter week. The gross for ten days was \$204,000. Mr. Freed has appeared at the Brooklyn Paramount five times, including an eight-day stretch last Christmas, when the theatre grossed about \$180,000.

Like most devotees of fads, the rock 'n' roll cult is emblematic. John Atkinson, director of sales of Lion Bros. Company Inc., of Baltimore, a large maker of emblems, said that his company was turning out 47,000 emblems a month for teen-age rock 'n' roll clubs.

The premium and box-top people, who ordinarily capitalize on every craze from Davy Crockett to space men, have been slow to take up the fad. Gordon C. Bowen, president of the Premium Advertising Association of America, explains that "since parents by and large disapprove of rock 'n' roll, many advertisers are reluctant to appeal to young people with premiums which may antagonize the parents."

#### Rock 'n' Roll Advertising

On the other hand, major advertisers like Coca-Cola and Schaefer beer have used rock 'n' roll music for singing commercials with good results, and a growing number of radio and television commercials are rocking now.

One advertiser that has it both ways is the Ralston Purina Company of St. Louis, maker of the cereals and mixed animal and poultry feeds. A recent commercial on its television program had the announcer satirize rock 'n' roll, singing:

Who-ho-ho-ho

Rock that, rock

And roll that roll

Get that Ralston in the bowl.

The popularity of rock 'n' roll also has affected the earnings of dance studios. Arthur Murray, president of the Arthur Murray Schools of Dancing, said yesterday that the craze had led to an influx of teen-age pupils that had raised total registrations 10 per cent. He said the trend had started last summer but had hit its stride in the late fall.

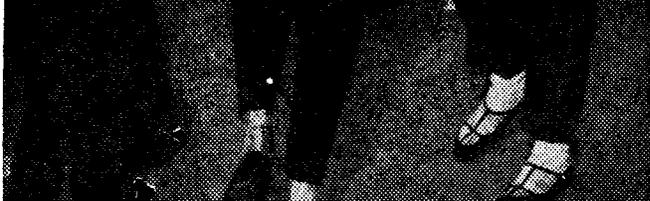
Some rug manufacturers have benefited from the fad. Edward Fields, president of E. Fields Inc., rug maker, observed that rock 'n' roll had brought about a good increase in area (small) rug sales. He attributed this increase to the fact that parents of the gyrating youngsters preferred to buy this type of rug because it was easy to remove who for dancing.

#### 4 STUDENTS HONORED

Scholarships Awarded Winners of Democracy Contest

WASHINGTON, Feb. 22 (AP)—Four teen-age winners of a "Voice of Democracy" contest received \$500 college scholarships and gold recordings of their award-winning speeches tonight.

The awards were presented to three girls and one boy by George C. McConaughy, chairman of the Federal Communications Commission, at the tenth annual Voice of Democracy



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## TEEN-AGE CROWDS TIE VP MIDTOWN

Continued From Page 1

'n' roll as essentially a rolling two-beat rhythm with the accent coming on every second beat.

In the streets and in the theatre the youngsters gave a lot of evidence of fierce enthusiasm for the rhythm.

They shouted, tried to crowd past policemen and burst screaming through wooden barriers set up to hold them in line. Policemen on horseback were jeered as they galloped along Forty-third Street trying to thwart break-throughs during the morning.

Two girls suffered leg injuries and were taken to St. Clare's Hospital. Other youngsters hobbled around, with bruised shins, bemoaning lost shoes and rubbed arms. The street was littered with sandwiches, apples and other lunch-box contents tossed at the police.

A glass restaurant door was shattered, and so was the ticket seller's box in the Paramount entrance.

The noise of the crashing glass, at 10:10 A. M., had a sobering effect on the teen-agers, who fell back from the barriers they had been trying to overturn and stopped shoving the police trying to hold them back.

Shortly thereafter, two dozen more policemen marched down Forty-third Street from Broadway, hailed and applauded by the exuberant but now somewhat calmed youngsters. Traffic, which had been barred from the street, was cautiously resumed at 10:30.

More policemen continued to arrive, and they held the upper hand over the crowd. By mid-afternoon 175 policemen were engaged in coping with the youngsters in and outside the theatre. Throughout most of the day the crowd stretched along Forty-third and Forty-fourth streets, nearly to Eighth Avenue, and along Broadway between the two streets.

#### Theatre Expected 'Crowd'

"We expected a crowd, but not such a large one," said Robert Shapiro, managing director of the theatre. "That's why there were not more police earlier."

"This is the largest opening crowd we have ever had," he added. Previous records established for a week at the Paramount by Frank Sinatra, Nat King Cole, Dean Martin and Jerry Lewis, and others may totter before this show ends next week, he believed.

Five thousand boys and girls were in line or breaking out of it when the theatre doors opened at 8:15 and admitted 3,650. Those left outside were quickly joined by new arrivals who swelled the figure to 5,000 again. The line thinned out during the afternoon. But many arrived in the morning had to stand in line for hours because most of the first-show audience stayed for the second show.

Inside the theatre, boys and girls danced in the aisles, the foyer and the lobby, stood in their seats and jumped up and down, screamed with delight as performers' feet in time with



Alan Freed, star of show

the music, and sang with the singers.

They knew all the songs, especially those played nightly over Radio Station WINS by Mr. Freed.

"He's the greatest, the most, I love him," declared 16-year-old Carol Verzielo, a student at Manual Training High School.

Seven other girls who had spent the night in her home in Brooklyn in order to be at the theatre at 8 o'clock, vied to surpass her praise of the disk jockey and rock 'n' roll.

"It's not true what they say about rock 'n' roll," declared 13-year-old Rosemary Samaritano, also of Brooklyn. "Rock 'n' roll keeps kids off the street. They stay home and listen to it on the radio and phonograph."

Although the police preparations had obviously not contemplated so exuberant and large a reception for Mr. Freed's Times Square debut, Mr. Shapiro had "had a feeling" that the show would be a success, he said.

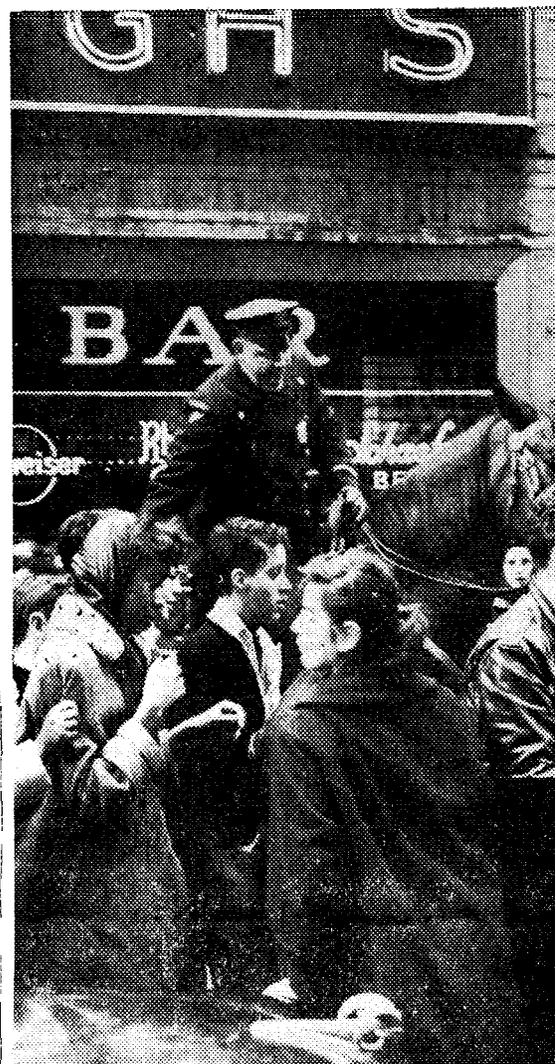
Mr. Freed's only previous appearance in Manhattan a week's engagement at the Academy of Music on East Fourteenth Street during Christmas week, 1955.

He had already demonstrated his popularity with teen-agers in Brooklyn, however. He appeared at the Brooklyn Paramount Theatre during Easter week of 1955. That theater, which has 700 more seats than the Paramount in Manhattan, was packed all week, and he returned three times.

According to Mr. Shapiro, the crowd that turned out yesterday had had ten days' notice. The show consisted of a motion picture, "Don't Knock the Rock," music by a twenty-piece orchestra directed by Mr. Freed, and twelve groups of performers, usually five in number, singing and playing rock 'n' roll.

The motion picture, which features Mr. Freed playing himself, tells the story of a famous rock 'n' roll singer who is rebuffed when he returns to his hometown. The rebuff is delivered at the railroad station by the mayor, who denounces rock 'n' roll as a menace to the morals of youth.

Screams of derision and boos from yesterday's audience drowned out the mayor's speech. "They are not bad kids, they are just enthusiastic," Mr. Freed said in his dressing room. "I



In West Forty-third Street, mounted police workers crowds awaiting admission to the theatre behind

look out the window and see them standing there, and say to myself, how can they stand there so long, in the cold?

"But I used to do it myself. When I was a boy in Ohio, I drove twenty-five miles to Youngstown and stood in line three hours to see Benny Goodman."

"I see those scrubbed faces of an orchestra, and I know they are like my own kids. If they want to jump and clap hands, that's all right. If the theatre gets a few broken seats, that's their problem."

Mr. Freed is 35 years old, dark and personable. He grew up in Salem, Ohio, and was graduated from Ohio State University, where he majored in mechanical engineering.

He has four children, ranging in age from 1½ to 11 years old. The older ones are rock-'n'-roll addicts, "and the baby is beginning to jump up and down in his play pen," said Mrs. Freed, known to her husband's audience as Jackie. She travels with him and does his secretarial work.

#### Show Considered a Gamble

Mr. Freed said he had regarded his engagement at the Paramount as "somewhat of a gamble." Previously he had appeared during holiday weeks when schools were closed. "This is my first New York engagement with four school days," he said. Schools were closed yesterday in observance of Washington's Birthday.

The terms of engagement provide that the Paramount Theatre receives the first \$50,000, with 90 per cent of subsequent receipts going to him, Mr. Freed said.

Of his "take," Mr. Freed will have to pay \$32,000 to the performers he engaged for the show. He rounded them up in a hurry, having received only two weeks' advance notice of the engagement and had to buy off

**CONTOUR**

**FLOOR DEMON DISCOUNT Prices While**

## Parent Units Are Urged to Help Frame A Cock of Morals and Dress for Pupils

A more militant role by parent-teacher organizations in the administrative assistants and behavioral problems.

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In West Forty-third Street, mounted police worked to keep crowds awaiting admission to the theatre behind barriers.

YOUNG ROBBER SLAIN IN BROOKLYN STORE

A hold-up man, distracted by the entrance of a customer, was shot and killed at 7:15 last night in a Brooklyn liquor store.

The attempted robbery took place at Fulton-Throop Wines and Liquors, 646 Throop Avenue, in the Bedford-Stuyvesant section.

Albert Stone, 42-year-old manager of the store, said he was behind the counter and his brother, Max, 36, a co-owner of the store, was on a ladder when a youth entered with one hand in his pocket.

After ordering Max Stone off the ladder under a threat of killing him, the youth demanded money. The manager scattered money on the counter and floor, feigning fright.

He hoped, he said, to distract the youth long enough to get his pistol from under the counter.

At this point a customer entered. Albert Stone grabbed the pistol and fired twice. One shot went wild. The second pierced the youths chest.

He was identified as William Griffin, 20, of 504 Halsey Street, also in the Bedford-Stuyvesant section.

**Godfrey Off on Safari**

Arthur Godfrey, radio and television performer, left here by plane early last night for Paris en route to French Equatorial Africa for what he described as a four-week "safari."

Mr. Godfrey said he would continue his broadcasts from his base at Fort Archambault. Accompanied by his wife, Mary, he left from New York International Airport, Idlewild, Queens.

EXPERTS PROPOSE STUDY OF 'CRAZE'

Liken It to Medieval Lunacy, 'Contagious Dance Furies' and Bite of Tarantula

**By MILTON BRACKER**

Psychologists suggested yesterday that while the rock 'n' roll craze seemed to be related to "rhythmic behavior patterns" as old as the Middle Ages, it required full study as a current phenomenon.

One educational psychologist asserted that what happened in and around the Paramount Theatre yesterday struck him as "very much like the medieval type of spontaneous lunacy where one person goes off and lots of other persons go off with him."

A psychopathologist, attending a meeting of the American Psychopathological Association at the Park Sheraton Hotel, feared that this was just a guess.

Others present noted that a study by Dr. Reginald Lourie of Children's Hospital, Washington, indicated in 1949 that 10 to 20 per cent of all children did "some act like rocking or rolling." The study went into detail on the stimulating effects of an intensified musical beat.

Meanwhile, a parallel between rock 'n' roll and St. Vitus Dance has been drawn by Dr. Joost A. M. Meerlo, associate in psychiatry at Columbia University, in a study just completed for publication.

Echo of Fourteenth Century

Dr. Meerlo described the "contagious epidemic of dance fury" that "swept Germany and spread to all of Europe" toward the end of the fourteenth century. It was called both St. Vitus Dance (or Chorea Major), he continued, with its victims breaking into dancing and being unable to stop. The same activity in Italy, he noted, was referred to as Tarantism and popularly related to a toxic bite by the hairy spider called tarantula.

"The Children's Crusades and the tale of the Pied Piper of Hamelin," Dr. Meerlo went on, "remind us of these seductive, contagious dance furies."

Dr. Meerlo described his first view of rock 'n' roll this way: "Young people were moved by a juke box to dance themselves more and more into a prehistoric rhythmic trance until it had gone far beyond all accepted versions of human dancing."

Sweeping the country and even the world, the craze "demonstrated the violent mayhem long repressed everywhere on earth," he asserted.

He also saw possible effects in political terms:

"Why are rhythmical sounds and motions so especially contagious? A rhythmical call to ecstasy: 'Duce! Duce! Duce!' The Call repeats itself into the infinite and liberates the mind of all reasonable inhibitions \*\*as in drug addiction, a thousand years of civilization fall away in a moment."

Dr. Meerlo predicted that the craze would pass "as have all

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CONTOUR Chair LOUNGE



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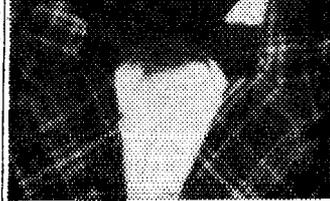
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Out of his "take," Mr. Freed will have to pay \$32,000 to the performers he engaged for the show. He rounded them up in a hurry, having received only two weeks' advance notice of the engagement, and had to buy off bookings to which some of the performers were committed.

When the doors of the theatre opened, admission was \$1.50. It went up to \$2.00 at 10 A. M., and to \$2.50 at 2 P. M.

Some of the youngsters who reached the box office after hours of waiting had only \$1.50, and howled, "We took care of them," Mr. Shapiro said.

Some of the boys and girls seemed to be well provided with funds. They exhausted the pop and candy dispensers in the lobby as fast as they were restocked and put away hundreds of hot dogs.

"We didn't used to sell hot dogs," Mr. Shapiro said.

"But lately we do for this type of show," he added, gazing down at the blue-jeaned girls and lumber-jacketed boys racing around the ornate, marble lobby, up and down the stairs as if they were in a high school building at recess time.

**Parent Units Are Urged to Help Frame A Code of Morals and Dress for Pupils**

A more militant role by parent-teacher organizations in the fight against juvenile delinquency was recommended yesterday by a committee of junior high school principals.

The principals held that the organizations should take the lead in establishing moral codes and prescribing appropriate modes of dress for youngsters in school.

The committee, composed of principals from twenty states, meets once a year to discuss common problems. It has no official affiliation. The group was organized six years ago under the leadership of Dr. Forest E. Long, Professor of Education at New York University. It is generally known as "the Long Group."

Meeting yesterday at the Biltmore Hotel, the committee also discussed buildings, guidance programs, television, educational legislation, teacher aides, admin-

istrative assistants, and behavioral problems.

On the issue of delinquency was felt that some Progress could be made by eliminating from the classroom the wholly disruptive youngster who was not quite old enough to leave school under current laws. Legislation was suggested to accomplish this end.

The principals felt that the parent-teacher groups working with school administrators should devise appropriate moral codes which all students would be subject. It also was suggested that the groups set up regulations governing the kind of clothing acceptable in the classroom. This, it was pointed out, would be aimed primarily at those who favor the "hood" type of apparel that has become associated in type film and fiction with juvenile delinquency.

Dr. Mauritz Johnson of the State University College for Teachers at Albany presided at the panel discussions.

**CONTOUR Chair LOUNGE**

**CLEARANCE**

**STARTS FEB. 21**

**FLOOR MODELS DEMONSTRATORS DISCONTINUED FABRICS**

*Prices Reduced While They Last!*

**BIG SAVINGS NOW,**

This is a once-a-year opportunity to secure an original Contour Chair Lounge at substantial savings. In this clearance you can choose from a wide variety of coverings and colors to match any decor. **ACT NOW! Buy on our CONVENIENT TERMS.**

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