

## ELVIS DEBUT GETS WEST END FLAVOR

LONDON—The reactions of our British cousins to Elvis Presley were filmed here last week by a CBS-TV film unit and rushed to New York for screening over the web's "Morning" show two days later.

The films were made in the new self-service record room, the Browsey, of the Gramophone Company, Ltd., where a group of English teen-agers were assembled for a "test" listening session of Presley platters.

Meanwhile — "back in the States" — the Presley controversy continues unabated. One jockey, Bob Rickman, of WPGC, Washington, has formed a "Society for the Prevention of Cruelty to Elvis Presley," while another, Norman Prescott, WBZ, Boston, is offering six authentic strands plucked from the rock and roll warbler's sideburns as grand prize in a letter-writing contest.