

ELVIS PRESLEY
Elvis Christmas Album
Speakers Corner/RCA

The biggest issue with the release of this album was not the record or even the sleeve, but the sticker on the front of the sleeve – which was only on a very few examples of the original release. The gift tag sticker itself is a From/To address sample. That is, you were supposed to write the person you were giving the 'Christmas Present' record to on the sticker with your name under the 'From' bit.

"This sticker was extremely difficult to find," said Kai Seemann, MD of Speakers Corner. "It was very rare. To give you an idea, a good copy of the original issue record is \$300-\$400. With the original sticker in place, you pay around \$800. It took me months to get the sticker. I contacted almost every Elvis Presley fan club in the world, searching for a sample of this sticker. The initial response was, 'Oh, that's no problem, I have this in my collection'. However, none of the guys had the original sleeve, with the booklet inside. They had the standard issue with Elvis on the front in some kind of furred winter jacket in front of some mountains. Our cover is rarer. I eventually found a stickered cover via a website auction for pop memorabilia."

The record itself featured an array of seasonal standards plus other worthies such as Blue Christmas along with four tracks

included from an earlier Elvis EP called 'Peace In The Valley'. In addition, Elvis sings 'Santa Claus Is Back In Town' which is strictly for adults. As ever with Speakers Corner releases, the record is a true duplicate of the original with no betrayal of modern nomenclature or small print on the product itself – only the shrink-wrapping. The sound quality is also up to Speakers Corner's high standards; dynamic and quiet where appropriate, never fighting your hi-fi and acting as a perfect source. You can count the number of truly good Christmas albums on the fingers of one hand whilst probably ignoring the thumb, and this is surely one of those fingers.

