Elvis Presley: Taking Liberties on Columbia

Now that we're scrubbed, Doctor, let's examine the patient. Nice front cover pic; Elvis' name in ... PASTEL, YELLOW, BLUE, AND PINK?? And the album title is SCRIP?? Looks like a sell-out to me ... let's turn it over ... FAST!!

Hey, not bad ... twenty tunes in all. But, I've heard of most of these tunes before. That means. Hey, what's this?? One side proclaims this, in large letters, to be a Columbia recording. The other side, however, has "Custard" in the same spot. Not that they're banking on Elvis' success, mind you, but this is getting ridiculous. It's bad enough that they're using a special label for this disc, as opposed to the usual black and red sticker.

By now, I don't know if I really want to proceed. Elvis has apparently sold out, turning rebellion into money, in the Club would say. Too much hype. Oh, what the hell, might as well give it a listen. This is a great album. Unlike Get Happy, where Elvis packed the record just to improve his chances of getting a winner.

(please turn to page 9)