

Manx Notes 717 (2025)

“ELVIS (‘PELVIS’) PRESLEY” (1957) *

Elvis (“Pelvis”) Presley has been aiding a big publicity stunt for the Isle of Man.

Sponsored by the *Yorkshire Evening News*, a competition offering as first prize a holiday for two in the Isle of Man, has been run in connection with the film “Love Me Tender.”

The competition—one of the judges was Sir Joseph Qualtrough—was to name nine of Elvis’s records in the order the competitors thought best. They also had to write a slogan on “Why I would like to spend a holiday in the Isle of Man.”

Every one of the 7,000 entries received an autographed photograph of the “Pelvis.”

The prize of the holiday along with £10, which was donated by the Tourist Board, was won by the slogan:

“I would like to spend a holiday in the Isle of Man because it’s as near a Continental holiday as any place in the British Isles, without all the trouble of expense and travel.”

“[Teen-Land!] Holiday Slogan Competition.” *Isle of Man Weekly Times* 15
March 1957: 6d.

Even the Isle of Man could not avoid the charms of Elvis Presley....

STEPHEN MILLER RBV

*

* Originally published as Stephen Miller, “Elvis (“Pelvis”) Presley” (1957),” *Kiaull Manninagh Jiu* January (2025): [16].