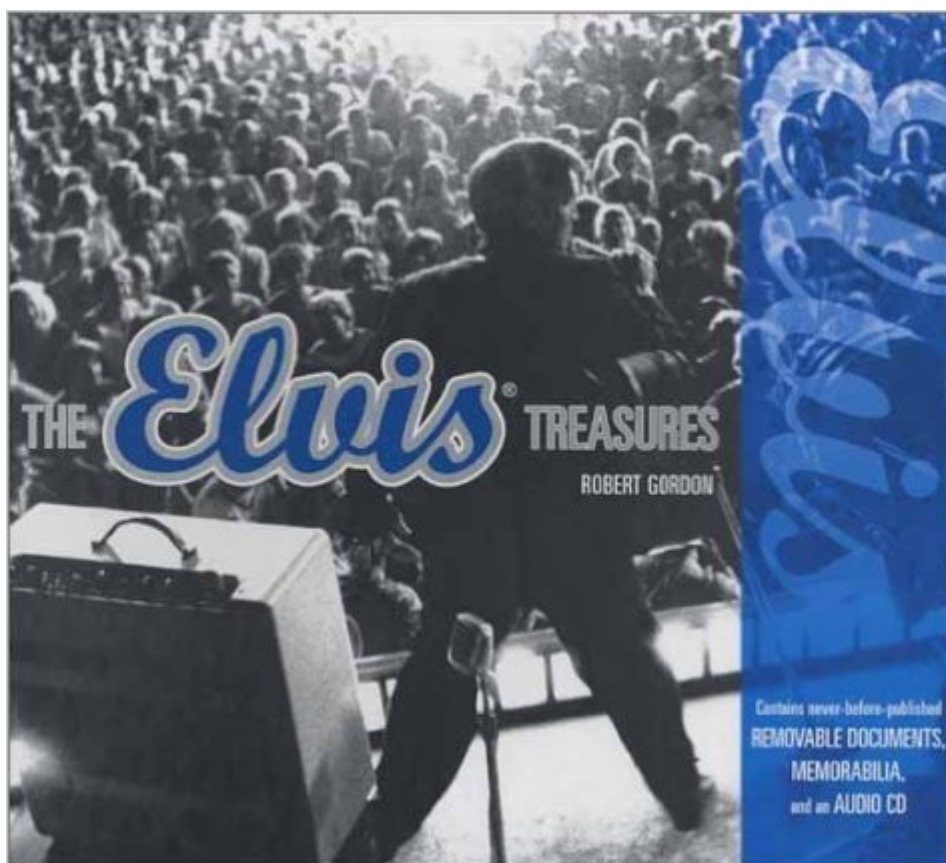


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# The Elvis Treasures



## Synopsis

On October 3, 1945, ten-year-old Elvis Presley climbed atop a chair to reach the microphone and performed the song "Old Shep" for a crowd of several hundred at the Tupelo fair, coming in fifth place in the talent contest. Ten years later, the King created his first full-scale riot after an appearance in Jacksonville at a baseball park. Girls poured through an overhead window, catching the police off guard, and stole or shredded almost every stitch of clothing Elvis had on. He scaled the shower area and clung to the pipes overhead while fans clamored to touch and take home a piece of him. Now Graceland has opened the doors to its extensive archives for the first time ever, allowing previously inaccessible historic documents and memorabilia to be reproduced in facsimile, collectible form. With biographical text by acclaimed Elvis expert Robert Gordon, *The Elvis Treasures* tells the King's life story through handwritten letters, press releases, movie scripts, photographs and additional artifacts. Where else can you get a ticket to "Frank Sinatra's Welcome Home Party for Elvis Presley," evaluate the King's hand-drawn football plays, read his first RCA contract, and check out a book that he borrowed from the Humes High School library as an eighth-grader? Published to coincide with the 25th anniversary of the Elvis' death, this unique interactive book also contains a 60-minute CD of interviews spanning his career, providing a formerly unavailable portrait of the King in his own words. *The Elvis Treasures* contains 22 removable documents, including: rare promotional photos issued by Sun Records in 1954-55-a 1958 Christmas card from Elvis and the Colonel (as Santa)-Elvis's letter to Anita, his Memphis girlfriend, expressing his love and commitment to her while he was stationed in Germany-an invitation to the premiere for Viva Las Vegas-telegrams Vernon received upon Elvis' death from Johnny Cash, Isaac Hayes, Governor George Wallace, B. B. King, Little Richard and others

Description of the 60-minute CD of interviews The first interview, track 1, was conducted in 1955 by Mae Boren Axton, months before the song she gave him, "Heartbreak Hotel," would become his breakthrough hit. Track 2, recorded roughly a year later, finds Elvis admitting, in an unguarded moment, that his performing style was inspired in part by the gospel quarters he always loved; it's a confession that comes back to haunt him in the following interview, conducted in August 1956 by Paul Wilder of TV Guide (track 3). When Wilder uses the term "holy roller" in asking him about the religious influence on his music, Elvis interrupts him "I've never used that expression" "with the hair-curling command of a preacher. The TV Guide interview makes for fascinating listening, as Elvis uses charm, biting sarcasm, and the sheer force of his conviction to parry Wilder's interrogation. Tracks 4 and 5 are far more joyful in spirit, as we hear first Elvis' parents and then the singer himself tossed about in the maelstrom of his

triumphant Tupelo homecoming concert in 1956. (â œBaby Play House,â • his mother responds unforgettably when asked her favorite Elvis song.) Then we jump ahead to Elvisâ™ Army years and a montage of clips reflecting his life in the service, Americaâ™s reaction, and his return home (track 6). Elvis speaks earnestly about working the same details as the other soldiers, but by the end of the selection seems quite happy about returning to his â œnormalâ • life. Track 7 finds him back at work, in a brief interview on the set of Blue Hawaii. But what follows, an excerpt from a long conversation with Lloyd Shearer of Parade magazine (track 8), is perhaps the most introspective interview Elvis ever gave. (Elvisâ™ half of this conversation was released on the RCA boxed set Elvis Aron Presley as â œAn Elvis Moon song;â • fans may enjoy hearing this excerpt in full, with Shearerâ™s quiet questions intact.) And the final two recordings, tracks 9 and 10, find Elvis at new conferences before his landmark shows at the Houston Astrodome (1970) and Madison Square Garden (1972)â “disarming the press with clever quips, and expressing his love of good old rock â ^nâ™ rollâ “that undying love of music that had always been with him.

## Book Information

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## Customer Reviews

This book I received as a gift. A most welcome one at that. The text is highlights of his life. For us knowledgeable about Elvis there is nothing new here. The neat thing here is all of the removable memorabilia. So let me talk about that. Some interesting notes he wrote on the back of a press release for his upcoming 1970 season in Vegas; black tights, fix bracelets, record player for dressing room, scarves blue, etc. guitar reef (anybody know what that is?) for dressing room and

new flowers for piano, guitar aid for stage, a list of songs for his show; The Fair Is Moving On, The Grass Won't Pay No Mind, Without Love, This Is The Story, Only The Strong Survive. He goes back and forth from printing to cursive writing. He did not have very neat handwriting. And how about seeing the script for the karate documentary Elvis wanted to make in the late 70's - that's here too. It looks to be written in/by different hands. Then there is the 10-track interview CD. The interviews range in date from 1955 to 1972. Included here is probably the longest Elvis interview I ever heard. The date for the interview is Sept. 1962 with Lloyd Shearer for Parade Magazine. He talks about sports; football is his favorite sport, karate, and boxing. Books he's read, mostly educational, some philosophy and a little poetry. His friends, his father, the death of his mother, his cars, possible future marriage, his loneliness, his own mortality, how he feels about himself, his temper. His image and how it has changed and his desire to improve all aspects of his career. It's not all serious. He and Shearer joke and people can be heard laughing in the background. Another noteworthy interview is the 1956 Paul Wilder Tv Guide interview.

This isn't just a book it's a treasure trove of memorabilia you really get the sense of "being there". I have not fully read the book yet, and I am still giving it five stars. The book is actually the icing on the cake you will love the neat items you'll find here, such as movie posters (small versions) fake wallet with cards such as social security/drivers license etc. you get replicas of correspondence from RCA Col. Tom Parker and also a handwritten letter Elvis had written. Due to the age of the item and the fact it's a copy the writing is a bit hard to read, but still a remarkable item. There are ticket stubs (one is to the 68 comeback show simply called "Elvis"). It is just a wonderful book. I have several of these books with removable items. Starting with Star Wars "The Jedi Path" a mock training manual for Jedi's in training it included little notes from "students" who had the book before, all well known characters in the canon. That one came in a great case that opened up and the book looked on and ragged like an old school book might. And since then I have found more of the same. There is a Wizard of Oz book coming out that is in the same line of thinking, and a Star Trek and Batman one. Well I am getting off topic, but I just wanted to say that these types of books are priceless not only do they add to the excitement of reading the book but they are well crafted replicas of memorabilia that really has the look and feel of the original, you almost feel when you are looking at some of the fake documents that Elvis might be along any moment to ask for them back. The CD that comes with it is a compilation of interviews I believe it's the same if not the same then very close to the one that came with the Young Man with the Big Beat deluxe box set.

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