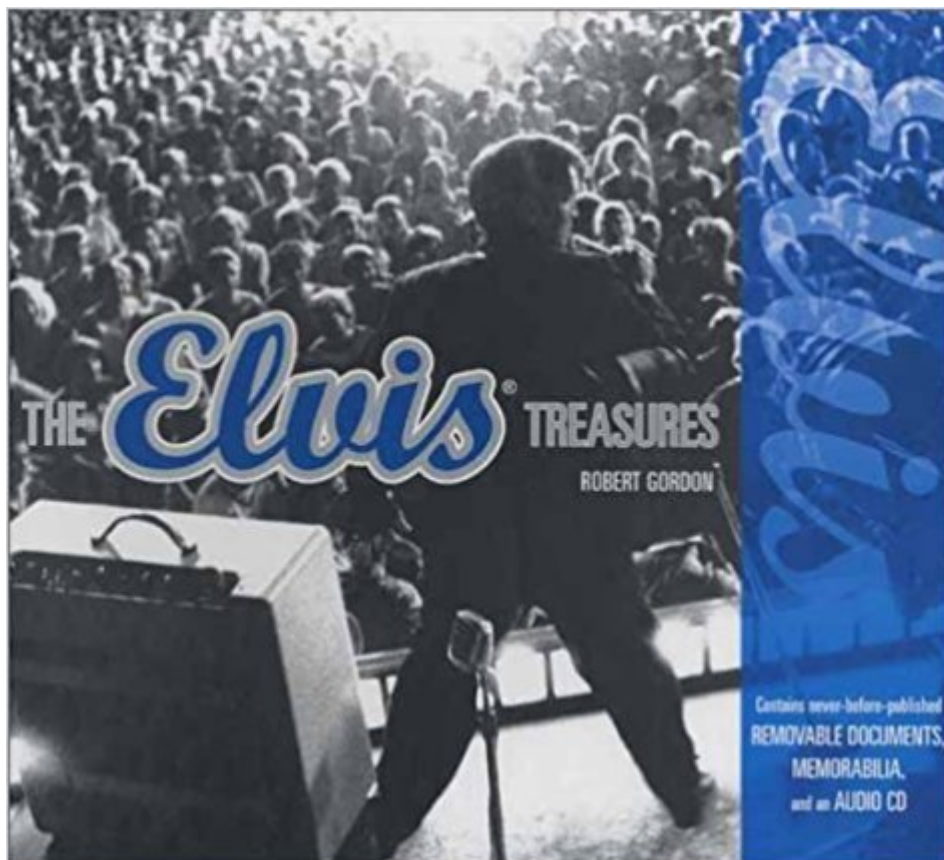


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The Elvis Treasures



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'd 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 have 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's parents and then the singer himself tossed about in the maelstrom of his triumphant Tupelo homecoming concert in 1956. ("Baby Play House," his mother responds unforgettably when asked her favorite Elvis song.) Then we jump ahead to Elvis's Army years and a montage of clips reflecting his life in the service, America'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 "normal" 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. (Elvis's half of this conversation was released on the RCA boxed set Elvis Aron Presley as "An Elvis Moon song;" fans may enjoy hearing this excerpt in full, with Shearer'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) — disarming the press with clever quips, and expressing his love of good old rock & roll — that undying love of music that had always been with him.

Book Information

Hardcover: 64 pages

Publisher: Villard; Pck edition (July 2002)

Language: English

ISBN-10: 0375506268

ISBN-13: 978-0375506260

Product Dimensions: 12.3 x 1.3 x 11 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 19 customer reviews

Best Sellers Rank: #368,114 in Books (See Top 100 in Books) #1 in Books > Arts &

Photography > Music > Musical Genres > Rhythm & Blues #88 in Books > Arts & Photography > Music > Musical Genres > Soul #105 in Books > Arts & Photography > Music > Biographies > Rhythm & Blues

Customer Reviews

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

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Robert Gordon is the author *The King on the Road*, a narrative of Elvis' touring life, and he's currently working on a biography of Muddy Waters to be published by Little, Brown. As a filmmaker, Gordon directed the award-winning blues documentary *All Day and All Night*, featuring B.B. King and Rufus Thomas. The film aired nationally on PBS and was exhibited at the Museum of Modern Art. His music video work has appeared on MTV, BET, and CMT. He is a regular contributor to *Rolling Stone* and *Spin*. He lives in Memphis.

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 wizzard 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 an 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. Either way it's a nice addition to an already overloaded treasure trove. If you love Elvis and his music this will definitely take you back to a time when he reigned as king. While still a top earning dead celebrity (though he is on the list if they could include album sells (as the family does not own the rights to those songs) his net income would be astounding each year and this book is a great addition to his legacy. It really is a fun and enjoyable way to learn more about the man behind the mystique, behind the myth nestled somewhere between the Lord and a song. This book is aptly titled. If you are a fan this is a definite must have...that's just the plain and simple truth.

Frank Sinatra's family came out with what looked like an elaborate scrapbook a few years ago, with telegrams, handwritten letters, family photos and other ephemera reproduced so realistically it was really like looking at a private collection. I had never seen anything like it before."The Elvis Treasure" is obviously an attempt to do something similar but the book is not nearly as large or complete, and that was a big surprise to me since there is SO much material to draw from. This book could really have been something special, but perhaps the author did not have the cooperation of EPE that he needed. It's a mediocre book at best.

This book is great, I love all the removable items. I bought this for my grandmother who is Elvis's #1 fan and she loved being able to take the items out and look at them. Now that she has passed, it was left for me. It really is a treasure.

This one of the coolest book I have ever seen. I like it so much I actually bid on another one for a friend who also is a adv-id Elvis fan

ELVIS TREASUREThis book is a must for every Elvis fan,, the little extras are fasinating,and very informative,, you love Elvis?? You will definately love this book!! From beginning to end it is great!! received this book from ,, the service is great,, an added plus.

these are interesting because of the historically accurate reproductions if elvis' artifacts

love it thanks

This book is just fun ! If your Curious by nature...buy it. It's layered with pockets and envelopes containing copies of receipts , documents, and letters. This book is a fun peek in to Elvis's life. Very interesting and well worth the dollars spent.

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