

# Long live the king

## The man who changed music forever

**German-born,** American-raised Alfred Wertheimer had the good fortune of meeting, photographing and befriending Elvis Presley shortly before he shot to stardom – allowing the photographer to be, by his own account, one of the last people to ask “Elvis who?” when the singer’s name was mentioned. After Wertheimer took 21-year-old Presley’s picture at a 1956 concert, the freelancer followed the singer to his shows, to his rehearsals, around the country, capturing the making of an icon.

“Elvis didn’t of course sing

anything at all lewd, to which one might pursue sexual satisfaction in a banal or primitive way,” the photographer notes – but, conversely, “He moved in a way that no one else dared to move.” This was the unique allure of Elvis Presley. Wertheimer captured in his images the sensual aesthetic that the singer cultivated with his thrusting hips and full, pouting lips. “Do you want to know the truth?” Wertheimer asks, then confesses the full extent to which he felt the appeal of the rock-and-roll lifestyle: “I dreamed of every kind of sin.”

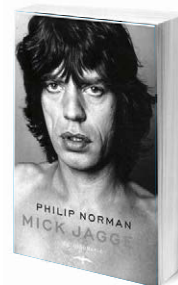
You’d never guess it: His photographs are the “before” pictures that don’t hint at the destruction that prescription drug abuse would later wreak. They depict an icon as he’s best remembered.

The book is interspersed with artwork from the Nashville print shop responsible for many of Elvis’ show posters. Each of the 250 Art Editions and 1,706 Collector’s Editions are signed by the photographer. 📖

*Elvis And The Birth Of Rock And Roll* by Albert Wertheimer (Taschen) is out now



### THREE MORE ROCKIN' READS



#### MICK JAGGER

BY PHILIP NORMAN (HARPER COLLINS)

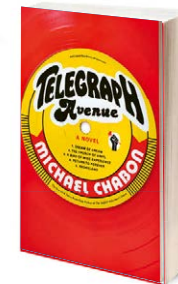
He’s written about the Rolling Stones as a group, and now Norman turns his attention to Mick Jagger in an account praised especially for its thorough examination of the singer’s early life. Expect a little too much awe from the author – although it’s a feeling that you might just share.



#### AC/DC

BY MICK WALL (ORION BOOKS)

Music journalist Mick Wall provides a comprehensive look at the reclusive Australian rock band. It’s a great read for fans, and even more worthwhile if you don’t get all the hype – or have always wanted to know more about the controversies.



#### TELEGRAPH AVENUE

BY MICHAEL CHABON (FOURTH ESTATE)

A secondhand record store plays host to a story of two men who represent both an affluently hip white area and its neighbouring black working-class city. It’s a tale of friendship, race, class, the power of music and a deep passion for vinyl.