

## AMERICA THE GREATEST®

America is the greatest nation in the world because she has allowed her citizens the opportunity to develop their "Potential for Greatness." Citizens such as  
**ELVIS PRESLEY**

**Born:** January 8, 1935 (Capricorn)  
his twin brother, Jessie Garon  
Presley died at birth (Elvis was  
the first twin) in Tupelo,  
Mississippi

**Died:** August 16, 1977

**Father:** Vernon Elvis Presley, cotton  
farmer and laborer

**Mother:** Gladys Presley

**Accomplishment:** Singer, actor



**ELVIS PRESLEY**

Raised in Mississippi, Elvis first sang in the choir at the Assembly of God Church. At age twelve, he received his first guitar (a gift from his mother costing \$12.50), and taught himself how to play by listening to records.

In 1949, he and his family moved to Memphis, Tennessee. He graduated from L. C. Humes High School in 1953. Presley then went to work for the Crown Electric Company as a truck driver earning \$40 a week while studying to be an electrician at night.

During the summer of 1953, he went to Sun Record Company where for \$4.00 he cut two records, "My Happiness" and "That's When Your Heartaches Begin," as a present for his mother. Sun Records President, Sam Phillips, heard the records and was impressed; therefore, he signed a contract with Elvis.

By the summer of 1954, Elvis had two records, "That's All Right, Mama" and "Blue Moon of Kentucky"; released on the Sun label, they became big local sellers. When Colonel Thomas A. Parker heard these records, he recognized Presley's talent, became his agent and began to develop and expose him. Parker booked Elvis to sing in a 1955 disc jockey's convention in Nashville, Tennessee, where RCA talent scout Steve Sholes heard him, and bought Sun Record's contract with Elvis for \$35,000. Elvis' first successful release for RCA was "Heartbreak Hotel" in January 1956. His career skyrocketed: between 1956 and 1977, he sold over 250 million records, starred in 31 movies, earned \$250,000 a week in Las Vegas and more than \$200,000,000 over-all, and was listed in the 1978 Guinness Book of World Records as having won 28 individual music awards.

A nation is as great as the sum total of the greatness of its individuals. America offers her people more opportunity to develop their "Potential for Greatness" than any other nation on earth. I challenge you to develop yours!

Today we honor **ELVIS PRESLEY**. Tomorrow could we honor you?

*Dr. Michael R. Loss*

**DR. MICHAEL R. LOSS**

President, America The Greatest, Inc.®