

# The Man Who Made The Jailhouse Rock: The Untold Story of Elvis Presley's Legendary Hit

In the history of rock 'n' roll, few songs have had the lasting impact and cultural significance of Elvis Presley's "Jailhouse Rock." The iconic tune, featuring Presley's electrifying vocals and unforgettable dance moves, continues to captivate audiences to this day. But behind every great song lies a great songwriter, and in the case of "Jailhouse Rock," that man is Jerry Leiber. This is the untold story of the man who made the Jailhouse Rock.

## The Rise of Jerry Leiber

Jerry Leiber was born in 1933 in Baltimore, Maryland. From a young age, he had a passion for music and was drawn to the emerging genre of rock 'n' roll. In the 1950s, he met Mike Stoller, and the two formed one of the greatest songwriting partnerships in the history of popular music.

Leiber and Stoller quickly made a name for themselves in the music industry, writing hits for artists like Big Mama Thornton and The Drifters. They were known for their innovative approach to songwriting, blending elements of blues, R&B, and rock 'n' roll to create unique and catchy tunes.



## The Man Who Made the Jailhouse Rock: Alex Romero, Hollywood Choreographer

by Mark Knowles (Illustrated Edition, Kindle Edition)

★★★★☆ 4.7 out of 5

Language : English

File size : 11474 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise	: Enabled
Print length	: 220 pages
Hardcover	: 144 pages
Item Weight	: 1.1 pounds
Dimensions	: 7.01 x 0.56 x 10 inches



## The Birth of "Jailhouse Rock"

In 1957, Leiber and Stoller were approached by Elvis Presley's manager, Colonel Tom Parker, to write a song for Presley's upcoming film, also titled "Jailhouse Rock." They were given a simple directive: create a song that fits with the film's storyline and captures the raw energy and rebellious spirit of rock 'n' roll.

Leiber and Stoller embraced the challenge and got to work. They drew inspiration from their own experiences with the music and culture of the time, as well as from Presley's charismatic persona. The result was "Jailhouse Rock," a catchy, energetic anthem that perfectly encapsulated the spirit of the film and the era.

## The Legacy of "Jailhouse Rock"

When "Jailhouse Rock" was released in 1957, it became an instant hit, reaching the top of the charts and solidifying Elvis Presley's status as the King of Rock 'n' Roll. The song's success was not only due to Presley's incredible performance but also the songwriting genius of Jerry Leiber and Mike Stoller.

"Jailhouse Rock" went on to inspire countless musicians and reshape the landscape of popular music. Its infectious melody and rebellious lyrics captured the zeitgeist of the era and became an anthem for a generation. The song's

impact transcended genres and touched the hearts of music lovers around the world.

## The Power of Collaboration

The success of "Jailhouse Rock" underscored the power of collaboration in the music industry. Jerry Leiber and Mike Stoller's partnership was a testament to the magic that can happen when two creative forces come together. Their ability to capture the spirit of an era and create timeless classics like "Jailhouse Rock" is a testament to their exceptional talent and musical vision.

## Continued Success

After the monumental success of "Jailhouse Rock," Leiber and Stoller continued their reign as one of the most sought-after songwriting teams in the industry. They went on to write hits for artists like The Coasters, Ben E. King, and Peggy Lee, solidifying their place in music history.

Leiber and Stoller's contributions to the world of music were recognized with numerous awards and accolades, including induction into the Songwriters Hall of Fame and the Rock and Roll Hall of Fame. Their impact on popular music cannot be overstated, and their legacy lives on through the timeless songs they created.

## **The Man Behind the Legend**

Throughout his career, Jerry Leiber remained a relatively private figure, preferring to let his music speak for itself. He rarely granted interviews or sought the spotlight, focusing instead on his passion for songwriting. But behind the scenes, Leiber's brilliance and creativity were undeniable.

The Man Who Made the Jailhouse Rock"

Jerry Leiber's role in the creation of "Jailhouse Rock" cannot be overstated. His songwriting genius brought the film's story to life and gave Elvis Presley one of his most iconic hits. "Jailhouse Rock" continues to be celebrated for its enduring legacy and its undeniable influence on the world of music.

The story of Jerry Leiber and the creation of "Jailhouse Rock" is a testament to the power of collaboration and the genius of songwriting. Leiber's partnership with Mike Stoller brought the world timeless classics and reshaped the landscape of popular music.

Today, "Jailhouse Rock" stands as a testament to the talent and vision of Jerry Leiber. The song remains a beloved classic, etched in the hearts and minds of music lovers around the world. Jerry Leiber's contribution to the world of music will forever be remembered, and his legacy as the man who made the Jailhouse Rock will live on.



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Choreographer Alex Romero created Jailhouse Rock, the iconic Elvis Presley production number, but never received screen credit for his contribution. This book tells his story. The son of a Mexican general, Romero escaped the Mexican Revolution, joined his family's vaudeville dance act and became a dancer in Hollywood. Part of Jack Cole's exclusive Columbia dance troupe, he was eventually hired as a staff assistant at MGM, where he worked on Take Me Out to the Ballgame, American in Paris, Seven Brides for Seven Brothers, and On the Town, among many others.

When Romero transitioned into full-time choreography, he created the dances for numerous films, including Love Me or Leave Me, I'll Cry Tomorrow, Tom Thumb, Whatever Happened to Baby Jane, and three additional movies for Elvis.

Known for his inventive style and creative use of props, Romero was instrumental in bringing rock and roll to the screen. This biography includes first-person accounts of his collaborations with Gene Kelly, Fred Astaire, Judy Garland, Frank Sinatra, and others.



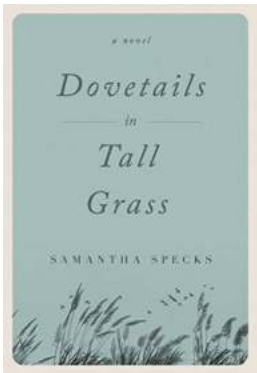
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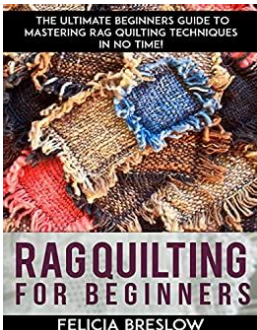
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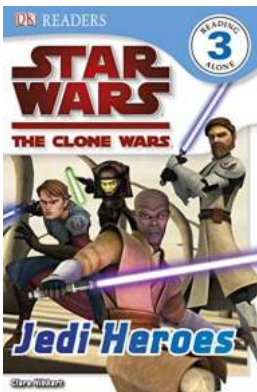
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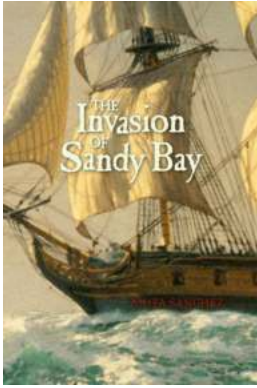
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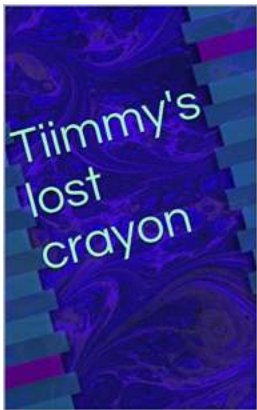
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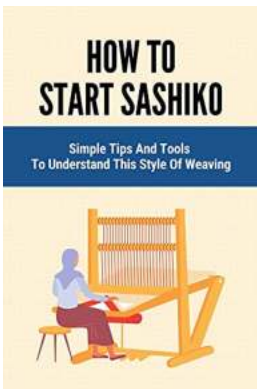
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