



West Side Informer

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The Man from Mississippi

by Miguel Salazar

Before the popularity of listening to music downloaded via torrents or online streams, during the 1950s the drive to sell records and fill concert seats was the deciding factor for successful commercial music. Riding the waves made by the greats such as Ray Charles and Little Richard, Elvis Presley attenuated the early rock and roll sound enough to make it palatable for a more mainstream audience while still retaining the “edginess” of it. Signed onto Sun records by the founder Sam Phillips, Presley’s

contract was later transferred to RCA where he had a long string of US #1 singles such as “Heartbreak Hotel” and “Don’t be Cruel”.

Through his record sales, movie roles, concerts and television appearances, Elvis was a huge commercial success for his record label and for himself. Even posthumously, Elvis memorabilia commands big premiums. An auction of 5 original records of Elvis during his time at Sun sold for \$11,950!

Elvis Presley will be remembered through his music and



persona, and is a great example of savvy business sense of knowing your audience.

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Clowning Around

By Catherine Dieterly

In 1971, President Nixon approved the proclamation that August 1-7 is to be National Clown Week. He sighted children’s laughter, “healing the heart of the world”, and “wholesome entertainment” as reason enough to approve the proclamation (nationalclownweek.org). While some genuinely enjoy

clowns and the entertainment they bring to various events, such as festivals, carnivals, circuses, and birthday parties; there are some who are terrified of them, this is known as coulrophobia. Coulrophobia is not a new phobia, but it has been more prevalent in the years after Steven Spielberg’s

It was released. It is estimated that about 12% of adults in the US suffer from the fear of clowns (coulrophobiafacts.com).