

The Next Elvis: Searching for Stardom at Sun Records

Barbara Barnes Sims

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Barbara Barnes Sims : The Next Elvis: Searching for Stardom at Sun Records before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Next Elvis: Searching for Stardom at Sun Records:

0 of 0 people found the following review helpful. The Next Elvis: Vivid Memories and Happenings at Sun Records By Golfer12 Barbara Sims says her family and friends encouraged her to write The Next Elvis and I am so glad she followed through to write this informative and entertaining book. Her writing style supports her familiarity with Sun Records and the people she encountered while working there. As she mentions in her book, my dad (Memphis UPI Bureau Manager, Leo Soroka) introduced her to Sam Phillips. It gave me immense pleasure to read the kind words she

wrote about my father. And, many of the names and places in this book jogged some wonderful memories of my 13 years in Memphis and the Sun Records era Ms Sims writes about. Everyone with an interest in the rock 'n roll recording industry, and especially Sun Records, will enjoy this book as Ms Sims vividly records her memories of people and happenings at Sun Records. 0 of 0 people found the following review helpful. Sun coming up! By d ess Reading this now, and though it's a little slow, the info is worth the effort. 0 of 0 people found the following review helpful. Shining a light on Sun Records By Kay Martin Since I was involved with Sun Records and several of their artists and friends with Sam and Jud Phillips during the era that Barbara writes about, I was really interested to read what she had to say from her insider viewpoint. This was excellent and brought back lots of memories. One chapter was full of names of people I hadn't thought about in YEARS! This book is a behind the scenes look at the record business during those years from someone who was there to chronicle it. Thanks, Barbara!!

An American institution, Sun Records has a history with many chapters -- its Memphis origins with visionary Sam Phillips, the breakthrough recordings of Elvis Presley, and the studio's immense influence on the sound of popular music. But behind the company's chart toppers and legendary musicians there exists another story, told by Barbara Barnes Sims. In the male-dominated workforce of the 1950s, 24-year-old Sims found herself thriving in the demanding roles of publicist and sales promotion coordinator at Sun Records. Sims's job placed her in the studio with Johnny Cash, Roy Orbison, Jerry Lee Lewis, Charlie Rich, Carl Perkins, and other Sun entertainers, as well as the unforgettable Phillips, whose work made the music that defined an era. *The Next Elvis: Searching for Stardom at Sun Records* chronicles Sims's career at the studio, a pivotal time at this recording mecca, as she darted from disc jockeys to distributors. Sims not only entertains with personal stories of big personalities, but also brings humor to the challenges of a young woman working in a fast and tough industry. Her disarming narrative ranges from descriptions of a disgraced Jerry Lee Lewis to the remarkable impact and tragic fall of DJ Daddy-O Dewey to the frenzied Memphis homecoming of Elvis after his military service. Collectively, these vignettes offer a rare and intimate look at the people, the city, and the studio that permanently shifted the trajectory of rock 'n roll.

"A fascinating first-person account of Sun in its chartmaking heyday. . . . Sims' book vividly captures the electrifying atmosphere and major players at Sun, always an intimate operation even when it was moving millions of platters a year. . . . Sims moved on to other pursuits by the end of the decade, but she was on Phillips' payroll long enough to amass a book's worth of amazing experiences." --ARSC Journal "If you read Sims' firsthand account of working at Sun-- *The Next Elvis: Searching for Stardom at Sun Records*--you won't get an overdose of gossipy details about stars she met, or vivid recounting of sexual escapades of rock 'n roll pioneers. You'll get insight into something far more important: the business. . . . She was a real lady amongst rock 'n roll lions." --Montgomery Advertiser "A new book by someone who was there sheds some new light on its tiny but famous and incalculably important label. . . . *The Next Elvis* tells one person's story of her experiences at Sun during an important period, and so for anyone with the mildest interest in rock'n'roll, it's a worthwhile read." --Bill Kopp, Music Scribe "Sims gets into some of the challenges of being a young woman trying to take on a prominent business role in the 1950s, in what was a tough and sometimes bizarre field. . . . *The Next Elvis* puts you squarely inside the cramped studio at 706 Union Ave. in Memphis, where you can all but feel all the shakin' that must have gone on." --Peter Chianca, Pop Dose "Working at Sun Records in the 1950s gave Barbara Sims an up-close and personal view of some of music's greatest hit-makers. . . . Sims was a rare woman working in the mostly male world of the music business, which could be tough and cut-throat." --Ruth Laney, Country Roads "A great mix of the down home and the sophisticated." --David Kunian, Offbeat "What [Sims] saw and what she heard could only happen once. . . . Her writer's eye for detail is extraordinary." --Bill Bentley, The Morton Report "While not as juicy or self-serving as other first-person remembrances of the era, Sims' sober account provides an important counterbalance in documenting one of the most fruitful periods in American cultural history." --Scott Baretta, Jackson Clarion-Ledger About the Author Barbara Barnes Sims worked in promotion and publicity during Sun's golden years, from 1957 to 1960. She published newsletters, liaised with distributors, and wrote liner notes for the first albums of Johnny Cash, Carl Perkins, Jerry Lee Lewis, and Charlie Rich. In 1960 she began a 36-year career teaching English at Louisiana State University. She lives in Baton Rouge, Louisiana.