

= Loving You ( 1957 film ) =

Loving You is a 1957 American Technicolor musical drama structured as Elvis Presley 's first starring film vehicle , following his debut the previous year in a supporting role in the black @-@ and @-@ white film , Love Me Tender . Directed by Hal Kanter , the cast is completed by Lizabeth Scott , Wendell Corey , and Dolores Hart in her movie debut .

The storyline , about a delivery man who is discovered by a music publicist and a country ? western musician who want to promote the talented newcomer , was scripted by Herbert Baker and Hal Kanter , based on the short story " A Call from Mitch Miller . " Kanter expanded the script after being inspired by Presley 's last appearance on the Louisiana Hayride , and his manager Colonel Tom Parker 's antics .

A box office success , Loving You opened nationwide on July 9 , 1957 . Paramount Pictures chose to ignore the first @-@ run theater system , opting instead to release the film in sub @-@ run neighborhood theaters , a system later dubbed the " Presley Pattern . " Composed by Jerry Leiber and Mike Stoller , Presley 's single " ( Let Me Be Your ) Teddy Bear " backed with " Loving You " was certified platinum by the Recording Industry Association of America .

= = Plot = =

Walter " Tex " Warner ( Wendell Corey ) , a seasoned country and western bandleader past his prime , and his manager and love interest , Glenda Markle ( Lizabeth Scott ) , work for the campaign of Texas gubernatorial candidate Jim Tallman . During a campaign stop in the town of Delville , Deke Rivers ( Elvis Presley ) and a workmate deliver an order of beer . While they are unloading , the workmate talks to Glenda about Deke 's singing ability , which Glenda jumps on to revive the sagging interest in the event by using local talent . She convinces Deke to sing a song with the backing of Tex 's Rough Ridin ' Ramblers .

Seeing the positive reception by the female audience , Glenda tries to convince Deke to join the Tex Warner Show . Driving in Deke 's hotrod , she tells him about his potential . Not willing to leave his first steady job in a year , he rejects the offer , but Glenda asks him to think about it . Upon returning to town , Glenda calls the Highway Beverage Company , after which she and Tex quit the Tallman campaign to return to their own roadshow . Later that night , Deke is provoked at a restaurant by the boyfriend of one of his fans , who wants to hear him sing a song . After singing to a tune from the jukebox , he starts a fight with him . He is later exonerated by the police .

The following morning , as the group is leaving town , Deke accepts Glenda 's offer , after being fired because of a complaint by a customer regarding a late delivery . Glenda just happens to have prepared a contract , which grants her half of his income . With Tex headlining , they start touring throughout Texas , along two other acts : Susan " Susie " Jessup ( Dolores Hart ) and a singing trio . As Deke 's popularity grows , Glenda devises publicity stunts to leverage it . At one show , she pays two aged woman to criticize him . When they start to argue with young fans , Glenda has a press photographer document the incident . As the tour progresses , Deke and Susan become interested in one another . After playing small venues , the group is hired to play in a large Amarillo theater on a four @-@ day run . Convinced that it is his ticket to regain fame , Tex accepts Glenda 's suggestion to share the bill with Deke , after which she calls reporters of The Dallas Chronicle to write a story on Deke .

After the end of the four day engagement , Deke 's management is offered a one @-@ man show in Freegate , Texas , outside of Dallas . Due to the terms of the contract , Tex fires Susan and the singing trio , leaving only Deke in the show . Before he has to begin his new tour , Deke drives Susan to her family 's farm . Meanwhile , in another publicity move , Glenda convinces Tex to buy a Cadillac against his life insurance for Deke , inventing a story to tell Deke that it was a gift from the widow of an oil magnate . Back on the farm , Deke and Susan talk , where she tells him about being fired , after which they are about to kiss , when they are interrupted by her parents , who ask him to sing the song he promised . After Deke sings " Loving You " , a surprised Susan remarks that she never heard him sing that way ; Deke admits that he never felt that way before .

Glenda arrives at the farm with the Cadillac , and urges him to leave with her for Freegate to do the show . On their way back , Deke confesses to Glenda that his real surname is Tompkins . Deciding to disclose his past , they drive to Allen City , to the Woodbine cemetery , where he shows her the Tomb of Deke Rivers . He explains that when the orphanage he lived in burned down eleven years earlier , he decided to bury his past , and took Rivers ' name .

Meanwhile , in Freegate , the concert is cancelled by the Mayor 's office , after they received complaints from parents about Deke 's music . Glenda arranges a studio telecast of a concert from Freegate in order to gain publicity ; this enables her to convince the town board to allow him to perform . Deke , unhappy , is considering leaving the entertainment business . When Glenda finds out , she talks him into performing , after which they kiss .

On the day of the telecast , Deke is shocked after learning that Tex was married and later divorced to Glenda . Disillusioned , he drives off before the show . When Glenda finds out about it from Tex , she goes after Deke , finding him after he was run off the road by crossing cattle . Glenda confesses everything to him : getting him fired and lying about the Cadillac , after which she tears up their contract , before convincing him to return for the broadcast .

While the concert is delayed , fans are filmed by local newscasters defending Deke 's music . Eventually , an upset Susan arrives to reveal that Deke will not appear on the show . However , Deke does appear shortly after , declaring that he had " something very important to say to somebody " , and starts the show by singing " Loving You " . As the song ends , Susan goes onstage with him , after which they meet Tex and Glenda backstage . Deke offers to let them both manage him , as he is offered a recording contract . Tex and Glenda reconcile ; meanwhile , Deke and Susan kiss .

= = Cast = =

= = Cast notes = =

Elvis Presley ( 1935 ? 1977 ) plays Deke Rivers ( whose real name is Jimmy Tompkins ) , a deliveryman who is discovered by the manager of a band . The film is Presley 's second motion picture following his debut in the 1956 film Love Me Tender and his first starring role . It also marked the beginning of his seven @-@ film streak for Paramount produced by Hal Wallis . For the role , Presley dyed his hair black following his favorite actors : Tony Curtis and Rudolph Valentino . As the second of his 1956 three @-@ movie deal with Paramount Pictures , Presley was paid US \$ 150 @, @ 000 .

Lizabeth Scott ( 1922 ? 2015 ) plays Glenda Markle , manager and love interest of bandleader " Tex " Warner . Known for her roles in the 1940s and early 1950s , Scott returned from retirement to star in the movie .

Wendell Corey ( 1914 ? 1968 ) plays Walter " Tex " Warner , bandleader of the Rough Ridin ' Cowboys and the roadshow that Deke joins and revitalizes . Corey was known for his appearances in Alfred Hitchcock 's Rear Window and Joseph Anthony 's The Rainmaker . A decade earlier , he co @-@ starred with Lizabeth Scott in 1947 's Desert Fury and I Walk Alone .

Dolores Hart ( born 1938 ) plays Susan Jessup , a young singer who tours with Tex Warner 's band and Deke 's love interest . Cast in her first movie role , Hart was discovered by Wallis after he saw her in a production of Joan of Lorraine at Loyola University . He screen @-@ tested Hart on January 16 , 1957 , and later signed her for US \$ 250 a week . Then named Dolores Hicks , Wallis requested her to change her name to favor her acting career . She adopted Hart , after the maiden surname of a friend . The actress changed it legally to " Dolores Hart " . A year after Loving You , Hart was cast as Presley 's love interest in his 1958 black @-@ and @-@ white musical drama , King Creole .

Ken Becker ( 1931 ? 2000 ) , also occasionally billed as Kenny Becker or Kenneth Becker , plays Deke 's rival , Wayne , who loses a fistfight with Deke . Becker played similar roles in three later Presley films , G.I. Blues ( 1960 ) , Girls ! Girls ! Girls ! ( 1962 ) and Roustabout ( 1964 ) .

Jana Lund ( 1933 ? 1991 ) plays Daisy Bricker , the object of Wayne 's jealousy , who kisses Deke (

Presley 's first on @-@ screen kiss ) . A year earlier , she appeared in another rock and roll film , 1956 's Don 't Knock the Rock . Following Loving You , she had roles in three other titles in the psychotronic film genre , 1958 's High School Hellcats , Hot Car Girl and Frankenstein 1970 .

= = Production = =

The film was based on the short story " A Call from Mitch Miller " , written by Mary Agnes Thompson and published in the June 1956 issue of Good Housekeeping . In that year , producer Hal Wallis bought the rights for the story to turn it into a vehicle for Presley 's first starring role for Paramount Pictures . Six months before the start of the production , Wallis loaned Presley to 20th Century Fox , where he appeared in his movie debut , the 1956 film Love Me Tender .

The producer then selected Hal Kanter to direct the film and to co @-@ write the script with Herbert Baker . To write a script adjusted to Presley , Kanter traveled to Memphis , Tennessee , to meet him in person . Along with Presley 's entourage , he went to Shreveport to see the last performance of the singer on the country television show , Louisiana Hayride . Kanter witnessed the reaction from fans , as well as Presley 's manager Colonel Tom Parker 's handling of the spectacle , both of which he used as an inspiration for the script . The working titles of the movie were " Lonesome Cowboy " , " Running Wild " , " Stranger in Town " , and " Something for the Girls " . Due to the appeal of Presley 's previous film being titled after a song sung by Presley , Wallis selected the final name for the film , using the Jerry Leiber and Mike Stoller ballad penned for the movie , " Loving You " .

Shot in Technicolor and VistaVision , the production started on January 21 , 1957 , ending on March 8 . The film was shot at the Paramount studios , except the Jessup farm scenes , which were shot in the Hollywood Hills . The film features appearances by Presley 's guitarist Scotty Moore , bassist Bill Black , drummer D.J. Fontana , and The Jordanaires . Presley 's parents , Gladys and Vernon , who visited the set of the film , were included in the final scene of the film as part of the audience of the telecast .

Loving You premiered in Memphis on July 10 , 1957 at the Strand Theater . Presley did not go to that showing , instead opting to take girlfriend Anita Wood , as well as his parents to a private midnight screening . The film opened nationally on July 30 , 1957 and peaked at # 7 on the Variety National Box Office Survey , staying on the chart for four weeks .

= = = Soundtrack = = =

The soundtrack of the film was recorded from January 15 ? 18 , 1957 , at the Paramount Pictures Scoring Stage , and in two additional sessions at Radio Recorders in Hollywood on January 12 , 13 , and 19 , and February 23 ? 24 , 1957 . It contains seven songs , composed expressly for the movie by writers contracted to Elvis Presley Music and Gladys Music , the publishing companies owned by Presley and his manager , Colonel Tom Parker . The title tune , " Loving You " , was composed by Jerry Leiber and Mike Stoller . The single " ( Let Me Be Your ) Teddy Bear " backed with " Loving you " sold over a million copies , and was later certified platinum on March 27 , 1992 by the Recording Industry Association of America .

Performed by Presley :

" Mean Woman Blues "

" ( Let Me Be Your ) Teddy Bear "

" Loving You "

" Got a Lot o ' Livin ' to Do "

" Lonesome Cowboy "

" Hot Dog "

" Party "

= = Release and reception = =

The film premiered on July 9 , 1957 , at the Strand Theater in Memphis , opening nationally on July

30 . Due to Presley 's massive appeal , for the first time , the studio decided to bypass the established first @-@ run theater system . Paramount opted instead for a wide release , sending it to neighborhood theaters in New York , Chicago , and Detroit . This new system was dubbed the " Presley Pattern " , which consisted of delivering the product to its direct market by cutting the expenses of premieres in downtown theaters , choosing instead local venues for a wider and more profitable release .

Upon its release , it appeared on Variety 's National Box Office Survey for four weeks , peaking at number seven . The film grossed a total of US \$ 3 @.@ 7 million in 1957 . While Presley was in the army , the movie was re @-@ released in the summer of 1959 . The box office results were not impressive , the film grossing US \$ 74 @,@ 000 .

= = = Reviews = = =

Variety wrote a favorable review , noting that Presley " shows improvement as an actor ... being surrounded by a capable crew of performers " . The New York Times criticized his acting : the review opened " For Paramount 's ' Loving You ' , starring America 's favorite hound @-@ dog hollerer ... does just about everything , and little else , to prove that it ain 't ? isn 't " . The Los Angeles Times declared it " A furtive step on Presley 's part in a screen career " . The Michigan Christian Advocate delivered a negative review and called the film " an apologia for Elvis Presley " and considered it " part of the passing American scene " that would " undoubtedly bore many and interest an equal number " .

On its review , Monthly Film Bulletin qualified Presley 's career as " one of the most puzzling and less agreeable aspects of modern popular music " . the review declared : " Presley adopts a slurred and husky style of delivery and a series of grotesque body gestures to impose on his otherwise innocuous material a suggestive meaning . ... in ' Loving You ' he is allowed more scope and is at times both the cause and sum total of the film 's somewhat doubtful entertainment value . " Down Beat opened its review mentioning the negative reception of Presley by the press , indicating that while other publications " hotly despised " him , Down Beat was " prepared to dismiss him with a decimating round of punfire " . The reviewer , however noted that after watching Loving You , it was " amiss to speak unkindly of [ Presley ] " , and that the film was " a rather entertaining pic " . It remarked the " resourcefulness " of Elizabeth Scott , the " positive acting ability augmented by a fresh prettiness " of Dolores Hart , and the " witty lines and range of expressions " delivered by Wendell Corey . The review favored Presley , describing his performance as " an overpowering , if touchingly naive , celluloid sexuality . " It concluded : " For all his high @-@ voltage on @-@ stage erotica ... he plays the sullen country boy convincingly ... evincing all the emotion of a well bred head of livestock . "

= = = Later reviews and evaluation in film guides = = =

While it rated the film with two stars out of five , Allmovie defined it as " one of Elvis Presley 's liveliest and most interesting early films ... one of the best in ( his ) output " . MSN Movies called it " a streamlined and sanitized retake on the story of Elvis " .

Leonard Maltin 's Movie Guide rated Loving You with 2 ½ stars out of 4 , the review declared : " Elvis ' second movie is highlighted by his performance of ' Teddy Bear ' and the title tune " . Meanwhile , Steven H. Scheuer 's Movies on TV lowered the rating to 2 stars out of 4 . Scheuer opined that the film was " tailor @-@ made for Presley and his tunes , the story matters little ? too little , if one doesn 't dig Elvis " . Videohound 's Golden Movie Retriever rated it with 2 bones out of 4 . Michael Weldon , in Psychotronic Encyclopedia of Film , gave a positive review : " Elvis at his best , top @-@ billed for the first time " . Leslie Halliwell , in his Film and Video Guide , felt the opposite , giving zero stars out of 4 , and dismissed it as an " empty @-@ headed , glossy star vehicle " .

Mick Martin 's & Marsha Porter 's DVD & Video Guide rated it with 3 stars out of 5 . It described it as a " better @-@ than @-@ average Elvis Presley vehicle " and concluded that " the main attraction is Elvis singing his rock ' n ' roll songs , including the title tune . " Also assigning 3 stars ( out of 5 ) ,

The Motion Picture Guide opined " Loving You is one of Presley 's better films . He gives a fine performance , both in the great concert scenes and in the dramatic ones ; Hal Kanter directs with vigor " .