

america's great recording stars

Gerry & Dick &
John & I went & saw this - April

tony *Bennett*

percy *Faith*



exclusive columbia recording artists

AMERICA'S GREAT



Percy Faith

RECORDING STARS



Tony Bennett

Tony Bennett



TONY BENNETT, the young man with a voice, who skyrocketed to singing fame in 1951 via Columbia Records, is following up his fabulous success in 1954. Bennett has proved that he is definitely here to stay, but though he hit show business fame in what appeared to be an overnight rise, he has been working hard and struggling for years to find a spot in the entertainment world sun.

Born in Astoria, New York, Tony studied at the High School of Industrial Arts in New York. He is a capable artist and may have gone on to make commercial art his life's work if not for World War II. Upon graduating from school, he entered the U.S. Army and as an Infantryman saw action on the line in Germany. Tony decided to make singing his career, and after the war ended he sang with Army bands, and then with jazz groups in small clubs. He also attended the American Theatre Wing's professional school for veterans. It was a tough slow process and by 1949, he was quite discouraged. A Brooklyn businessman, Raymond Muscarella heard the young singer and decided to become his personal manager. He began getting Tony bookings in better night clubs, and engagements on radio and television.

It was while he was appearing at the Greenwich Village Inn in Manhattan, that comedy star Bob Hope "caught his act" and right then and there invited him to "sing a couple of songs" in his Paramount Theatre show. Tony's songs were so enthusiastically received that Hope took him on a tour of six cities with his show.

Early in March, 1950, Columbia's Popular Records Director, Mitch Miller came across an audition waxing Tony Bennett had made of "Boulevard of Broken Dreams" and sight unseen signed him to a Columbia recording contract.

In April, 1950, Tony's first record for Columbia was released. It was "Boulevard of Broken Dreams." The reception accorded this disc won Tony a CBS summer program series, and a featured spot on "Songs For Sale." One record release followed another and Tony was steadily building a legion of followers, and in addition

created a stir as a performer in night clubs and theatres. Then came stardom! "Because of You" a la Tony Bennett was released in June, 1951. Before you could say Tony Bennett orders began pouring in for the record from coast-to-coast. Sales topped the million mark and at this date are still going well. Then, just for good measure, Tony recorded "Cold, Cold Heart." Tony's "Blue Velvet" and "Solitaire" went over the half-million point. Other offerings are "Silly Dreamer" and "Since My Love Has Gone" and both high on the sales lists.

Yes, 1951 will be a year Tony Bennett will always remember. Over three million of his records were sold—he was featured at the New York Paramount Theatre in October, and did so sensationally that he was brought back as a star of the show in December and thereby set a record as to the short period in which a singer has ever played a return engagement at the Mecca of Vocalists. During the engagement he also set new attendance records. In 1951, Tony won 17 popularity polls, including, "Battle of the Baritones" contest conducted annually over WVNJ by disc jockey Bob Harris; "The Cash Box" award as "best male vocalist of 1951" as determined in a survey of the nation's coin box operators.

In 1951 Tony achieved another ambition—he purchased a home for his mother in New Jersey.

A clean cut, wonderful guy, Tony, just like the boy next door, met and fell in love. On February 12, he married Patricia Ann Beech of Cleveland, Ohio. A special squad of policemen and detectives had to be on hand to clear a path for Tony and his bride from St. Patrick's Cathedral to the awaiting automobile on 5th Avenue. Some 5,000 fans were on hand for the ceremony and thousands more milled about on the street. After a short honeymoon in Nassau, Tony opened at Copa City in Miami Beach, and promptly proceeded to shatter all records at the Black Magic Room.

One of the busiest stars in the show business world—Tony's radio, TV and personal appearances kept him constantly on the go—and his Columbia records such as, "Congratulations to Someone," "Rags to Riches," and "Stranger In Paradise" are on every best selling poll.

Percy Faith

PERCY FAITH, who was born and educated in Canada rose from a piano player to a world renowned conductor, arranger, and composer in a few short years.

Percy was born and educated in Toronto, Canada. He studied at the Toronto Conservatory of Music. While studying at the Conservatory he cut his eye teeth in radio, with a local Toronto Radio Station.

At the young age of 25, Percy conducted his own orchestra, a small string group, on the air. In 1934 recognition started, and he was signed by the Canadian Broadcasting Company as a conductor and arranger.

In 1940 Percy came to the United States and became a citizen. This was also the year he had the honor of taking over the baton of the late Josef Pasternak on the "Carnation Contented Hour." His reputation as a great musician started to grow immediately. Percy was signed to star as conductor of CBS's "The Pause That Refreshes On The Air" in 1947. This program series featured the leading American, European, and South American singers as guests. Working with these great Artists gave Percy a knowledge insight and understanding, which has proven invaluable and is evident in his later works. In addition to his regular radio series, Percy has been a featured guest artist on many of the top Radio Shows, including guest appearances with the nationally famous N.B.C. Symphony.

Percy Faith enjoys composing and has worked at it quite successfully. Some of his hit compositions include: "No One But You," "My Heart Cries For You," "Brazilian Sleigh Bells," "The Snow Goose," "Manon," "Contrasts," "Why Does It Have To Be Me," and many others.

Percy's full time occupation is that of Musical Director of the Popular Division for Columbia Records. He has recorded and also supervised record sessions for such all time recording favorites as Tony Bennett, Frankie Laine, Rosemary Clooney, Doris Day, and Felicia Sanders. Percy has also teamed together to cut some sides with Mitch Miller, who is the Artists and Repertoire chief of Columbia Records. In addition to this Percy has recorded and has had quite a few hits of his own, such as "The Song From Moulin Rouge," "Swedish Rhapsody," "Delicado," and "Jamaican Rhumba." His "Kismet Album," "Music From Holly-

wood," "American Waltzes," and "Carnival Rhythms," are among the top selling albums in the country.

Percy is an ardent family man, and spends most of his leisure time at his spacious and comfortable home in Long Island, with his wife and two children. He loves to putter about, and is especially proud of his collection of authentic scale models of trains. He has a huge assortment of locomotives, railroad cars, tunnels, bridges, stations, and even lifelike miniature people, animals, lamp-posts and autos. During the warmer seasons of the year Percy takes to the golf courses and fishing grounds. As much as he enjoys playing golf and fishing, he has a phobia about people who are constantly telling "Fish Stories."



All in all, Percy Faith is a very shy, retiring, and modest individual. A very placid person, he does not believe in "Tantrum Temperament" in or out of his professional life. He maintains a close personal relationship with all of his musicians, and constantly concerns himself with their personal problems.

Among Percy's other compositions are: "Aphrodite," "Perpetual Motion," "Did Anyone Call?" "Noche Caribe," "Carefree," "True or False," "That's How It Goes," and "Tennessee Newsboy."



He had trouble leaving the Seville, Montreal



Going great



Waiting for the starting light



The play back

THE STARS RECORD



Getting ready to start

... down beat

Conducting

Going smoothly



OK — Press it!

With Julie Stearn and Mitch Miller being presented a gold record



percy
faith's
famous

RECORDS

ALBUMS	10" LP	12" LP	EP	78 RPM
Percy Faith's Kismet	CL 550	CL 6275	B-399	
Music Until Midnight	CL 551		B-372	
Percy Faith Plays Romantic Music	CL 526		B-379	
Percy Faith Plays Continental Music	CL 525		B-371	
Percy Faith Music From Hollywood			B-376	
Carefree Rhythms		CL 6242	B-332	
Music From Hollywood		CL 6255		
Carnival Rhythms		CL 6214	B-295	
American Waltzes		CL 6178	B-255	C-255
Football Songs		CL 6148	B-214	C-214
Fascinating Rhythms		CL 6203	B-292	
SINGLES				
The River				
Edelma				
Dream, Dream, Dream				
Eleanora				
Swedish Rhapsody				
Song From Moulin Rouge				
Caviota				
Tropical				
Delicado				
Festival				
When The Saints Go Marching In				
There She Goes				
What Is This Thing Called Love				
Brazilian Sleigh Bells				

and many more popular favorites

(Now available at your local record dealer)



Recording "Song From Moulin Rouge" with Felicia Sanders

tony

bennett's

famous

RECORDS

With Jack Press, Newark Record Store Owner



ALBUM Because Of You CL 6221 (LP) B-314 (EP)

EP SINGLE Tony Bennett Spotlight B-1842 (EP)

SINGLES There'll Be No Teardrops Tonight

My Heart Won't Say Goodbye

Why Does It Have To Be Me

Stranger In Paradise

Rags To Riches

Here Comes That Heartache Again

No One Will Ever Know

I'm The King Of Broken Hearts

Take Me

Congratulations To Someone

Have A Good Time

Here In My Heart

Somewhere Along The Way

Since My Lover Has Gone

Solitaire

Blue Velvet

While We're Young

Cold Cold Heart

Because Of You

I Won't Cry Anymore

Once There Lived a Fool

Valentino Tango

Sing You Sinners

Boulevard of Broken Dreams

and many more popular favorites

(Now available at your local record dealer)



Recording "Stranger In Paradise"

PROG

TONY BENNETT

AMERICA'S GREAT RECORD

Cumana (Orchestra)

Continental Music

Mademoiselle de Paree
Symphony
April in Portugal
La Ronde
Sympatico

Popular Medley

What Is This Thing Called Love
All My Love
Jamaican Rhumba
The Song From Moulin Rouge
Swedish Rhapsody
Delicado

Tony Bennett

Shine On My Shoes
Since My Love Has Gone
Boulevard of Broken Dreams
Cheek to Cheek
Stranger In Paradise
There'll Be No Teardrops Tonight

Intermission

Staff For Mr. Bennett
Personal Management, Raymond G. Muscarella
Accompanist, Chuck Wayne on Guitar
Publicity, David O. Alber Associates
Booking Representative, M. C. A. Ltd.

Program subject to change

Company Manag
Entire tour unde
Jack L. Green, Willard Alexander, Inc., 3



GRAM

PERCY FAITH

ING STARS CONCERT TOUR

American Waltzes (Orchestra)

Waltz In Swingtime
A Kiss In The Dark
Carousel Waltzes

Music From "Kismet"

Rahadlakum
And This Is My Beloved
Zubbediya
Night Of My Nights
Not Since Nineveh
Baubles, Bangles and Beads
Fate

Tony Bennett

Taking A Chance On Love
While We're Young
Have A Good Time
Rags To Riches
Because Of You
Sing You Sinners

Staff For Mr. Faith

Personal Representative, Willard Alexander, Inc.

Publicity, David O. Alber Associates

Personal Manager, Phillip A. Braunstein

ger, Hy Mandell

der direction of

30 Rockefeller Plaza, New York 20, N. Y.

F

or one young and ambitious piano-thumper trying to peck out tunes to accompany a silent-film feature in a Toronto theatre, it has been a long and devious road to success. Nevertheless, Percy Faith thinks back on those days with a modicum of satisfaction. After all, he recalls, the job netted him \$3.00 a night—plus carfare—and it gave him the right to claim he had "turned pro."

Now the successful arranger-conductor feels he owes a special debt to radio. Radio, he contends, has always prompted his best performances. He takes the work very seriously.

"Our job," he holds, "is to satisfy the millions of devotees of that pleasant institution known as the quiet evening at home, whose idea of quiet relaxation is the easy chair, slippers—and good music. That's the picture I have in mind every time I examine a copy of a song before I make an arrangement for the men in the orchestra."

Most popular composers like Gershwin, Kern, Rodgers, Porter, Berlin, Ellington, Schwartz and Youmans, he points out, give arrangers only a melodic line augmented by a very simple piano part. So each week Faith settles down to arranging two or three melodies.

Mr. Faith approaches the task in an honest way by trying to "know" the composer, the reason for the song, the situation and the mood.

"When I get the right mood I keep it sustained. I don't believe in making a setting of "Begin the Beguine" in the form of a Scotch reel, a Russian dance and finally as an Indian war dance," he remarked.

Percy Faith, with Morton Gould, André Kostelanetz and David Rose constitute Radio's Big Four in pioneering the cause of this particular style of music.

Faith believes, however, that he still has much to learn and invent in the field of harmonic color. The present harmonic idiom, he said, has been in use for only about twenty-five years, and he thinks the field has hardly been touched as yet.

Present-day songwriters should take their profession more seriously, he urged. They should strive for originality rather than for silly little tunes that in the long run will never see the light of day.

"Not so long ago," he added, "a listener wanted to know why we featured songs of certain composers rather regularly. I wrote to her that there are two reasons for this: (a) there is always a demand for the standards; (b) the same composers seemingly have the know-how in consistently turning out material that has been and will be with us for a long, long time."

An arrangement may take Faith from two hours to a few days. If he hits a snag, he puts the song aside until some later hour. Actually, he keeps his eyes on the clock, as the copyists or extractors must have the scores several days before rehearsal.

It is an established fact that arrangers are composers as well, since so much original music goes into a score and Faith believes in staying on the beam.

"I keep making new arrangements of things I've written before," he said. "For instance, I've made seven arrangements of "Begin the Beguine" in the past ten years, but the last arrangement still has the same mood of the first one. The colors are fresher, the feeling a little loftier, but the original mood is the same. This keeps the orchestra interested, the listener from being bored and myself from getting stale."

Invariably, after each broadcast students from the Juilliard School of Music visit the conductor backstage, hoping for some hints on how to tackle some musical problem, and he gladly obliges them.

As for outbursts of temper from the podium during rehearsals, there are none; if a passage is muffed, Faith stops the orchestra and kids with the men for a few moments. By the time they return to the music, all is well.

BY MICHAEL CARACAPPA

—Reprinted from the New York Times

percy

FAITH'S

music





T

ony Bennett's voice has thrilled millions through his top-selling records and personal appearances in night clubs, theatres and television.

Tony's rapid rise in the world of show business was initiated a short time ago by Bob Hope. Hope heard the young singer perform and was so impressed by the moving quality of his voice that he took Tony under his wing, teaching him many of the tricks of showmanship that made the master famous through the years.

Tony has a theory about popular singing that is the basis for his own unique style. In Tony's words: "People listen to a song with their heart, rather than their ears. They want to be moved, they want to give their feelings a chance to run loose. That's one of the things I try to do with my singing."

Even as a youngster, his talent in the music field asserted itself as a singer and composer. As a kid of thirteen, he wrote his first composition entitled, perhaps a little imaginatively, "Night and Day." Its first verse went:

"Some night, all to myself,
I start thinking of you
And think of the things we used to do.
Each memory so blue.
But I stay all to myself.
Thinking of you."

The co-author, was a 14-year-old neighborhood pal who realized the song's weakness and went on to become a successful bacteriologist. Tony, however, undaunted by his first professional failure, continued plugging away at his song-writing and singing by performing every Saturday afternoon before a wildly admiring group of relatives. Gradually he moved in a more professional sphere by working at the May Homer Studios in Astoria. Among his fellow alumni of the studio are Nancy Kelly, Eddie Bracken and the Boswell Sisters. Tony learned much about show business there including tap dancing.

Singing was not always Tony's ambition in life. For a time, he seriously considered becoming an artist. He attended the High School of Industrial Arts in New York, where he studied with fervor.

The teacher who tore apart his first drawing helped him realize the world might be unkind to artists as well as singers, so back he went to his first love.

Directly after his graduation from high school, Tony went into the service. He saw action in Germany towards the end of the war. After it was all over, Tony started putting to use his talents as a singer to entertain the weary troops of the European Command.

"I stepped up to sing before them at the first entertainment they had had in months. After a while everyone in the barn — including myself — was crying. From then on I had no doubt of the importance of being a singer."

Tony has a unique emotional quality to his voice that moves and thrills his hearers.

A song, to Tony, is more than words being sung to a tune. The best songs are the ones that evoke emotions and images, that have something to say to people in a way that only music can. Says Tony: "I learned at least one thing from the war — that the need of all people is to find and receive love. If I can say something to people through my singing that will help them in this, then I feel I'm doing my right work."

Tony's attendance breaking record has followed him in theatres and clubs across the country. Tony Bennett has truly "arrived."

tony

BENNETT'S

singing

Tony Bennett



One of his first fan club meetings



Surrounded by young fans



Another early fan club

in the



With fans after being photographed by them



At The Roxy

With his wife and new born baby



With Joey Adams and Art Mooney



Percy Faith



Autographing records

Fan Club

NEWS



His hobby

At home



With Deems Taylor



percy faith

WHAT THE PR

-marilyn lee, los angeles examiner

-disk of the week, cash box

-douglas watt, new york daily news

-seventeen

-ralph gleason, san francisco chronicle

-fred reynolds, chicago daily tribune

Columbia Records has just released an album done by Percy Faith and his orchestra titled, "Music From Hollywood" . . . which contains the famed "Moulin Rouge Theme," "Music From Ruby Gentry," as well as the dramatic scores from "The Bad and The Beautiful" and "Return to Paradise."

It was Percy Faith who immortalized "Moulin Rouge" . . . and he's a "natural" on this album of beautiful, lingering melodies. Faith's delicate arrangements and moody treatment of the tunes, makes this album excellent listening. . . .

Still sitting at the top with his tremendous version of "The Song From Moulin Rouge" which bids fair to make a strong fight for top song honors of the year, Percy Faith comes up with two more beautiful instrumentals either of which could hit the peak. "Many Times" is a lovely melody given a soft and flowing waltz styling by the strings of the wonderful crew. The melody is very contagious. Equally beautiful is the presentation that Percy and the crew offer on the other side. Labeled "In Love," the melody puts across the romantic air that the title holds. It's another stellar and inviting arrangement in a Latin tempo by the ork conductor. Each half has the necessary qualities for a hit tune. Either, or both, could make the grade.

A new collection of Gershwin tunes issued on a 10-inch Columbia long-playing record, is distinguished by the superb arrangements of Percy Faith, who conducts the orchestra and chorus heard in these numbers.

Percy Faith Plays Romantic Music; *Percy Faith plays Continental Music.* Sweet listening and enchanting dancing, Percy Faith's orchestrations feature a velvetlike string section in beautifully arranged tunes . . . as *If I Loved You, Carousel Waltz, I'll Take Romance* and *The Girl That I Marry*, in the first album; *La Ronde, Symphony, Under the Bridges of Paris*, in the second. Either would be hard to match for listening pleasure.

. . . Not only are his albums, on all labels, standard items selling year-round, but he has created some of the best backgrounds for vocalists to be heard on wax.

Tony Bennett, Sarah Vaughan, and Rosemary Clooney are some of the Columbia stars who have benefited by his baton waving. Faith seems to have a knack for providing the proper background to set off the voice of the singer . . . This year Faith is riding high as a result of his arrangement of "Song From Moulin Rouge" which led the hit parade charts for a number of weeks recently. . . .

Percy Faith and his orchestra offer a colorful array of music in a new Columbia album, "Carnival Rhythms." Tho no pun is intended, it should be pointed out Mr. Faith keeps constant faith with his countless admirers in his jubilant glimpse of carnival time in Latin America. Here are brilliant arrangements, keyed to the emotions, yet always governed by rhythm that is both steady and evident. Nor is the scope of "Carnival Rhythms" in any way limited, as Mr. Faith and his orchestra sweep from the torrid "Jungle Fantasy" to the kaleidoscopic shadings of "Oye Negra" to the exhilarating jazz of "Cu-Tu-Gu-Ru." It is a fine package.

ESS HAS SAID

tony bennett

-variety

Tony Bennett has topped the 2,000,000 disk sales mark within the past six months. The hefty sales figure was built via three consecutive releases since last fall.

After being dormant for close to a year, Bennett got back on the bestseller lists via his Columbia etching of "Rags To Riches." He followed with "Stranger In Paradise" a couple of months after and two weeks ago "There'll Be No Teardrops" hit the market. "Riches" already has passed the golden 1,000,000 disk sales bracket, "Stranger" has pushed past the 750,000 mark and "Teardrops" got off to a fast 200,000 sales start in its first two weeks.

-earl wilson, new york post

Tony Bennett's breaking records in Chicago. . . .

-tom cooksey, new orleans item

Congratulations to Tony Bennett and Percy Faith and his orchestra! "Congratulations To Someone" by Tony and Percy is my choice for hit of the week honors.

-boston american

If Tony Bennett doesn't fill the Latin quarter, nobody will, because it's sure to get around that Tony is a great attraction. . . . found him one of the most appealing singers in the business. . . .

-eddie gallagher, washington, d.c. post

A few months ago Tony Bennett was just kicking around on CBS sustaining programs. Now he can play any theater in the country, sing a few bars of "Because of You," and have the thrill of hearing the audience burst into applause to show that he has become identified with a hit.

-new york daily mirror

Jules Podell showed excellent timing when he chose tonight for the Tony Bennett opening at the plush Copacabana. The booking coming on top of Tony's Columbia hit discs "Rags to Riches" and "Stranger In Paradise" makes the Astoria ballad singer the hottest piece of singing property since Frankie Sinatra. . . . Tony's latest recording, "Stranger In Paradise," has already reached the 700,000 mark and could easily become his fourth gold record if it goes 1,000,000.

-jerry gaghan, philadelphia news

Tony Bennett had to beg off last night at his opening show. The sustained applause brought the singer back five times. Hottest reception went to his new hit, "Rags To Riches."

AVAILABLE NOW AT YOUR LOCAL RECORD DEALER

TONY BENNETT

ALBUMS

TITLE	33 $\frac{1}{3}$ rpm	45 rpm
Because Of You	CL 6221	B-314
Tony Bennett Spotlight		B-1842

SINGLES

There'll Be No Teardrops Tonight
 My Heart Won't Say Goodbye
 Why Does It Have To Be Me
 Stranger In Paradise
 Rags to Riches
 Here Comes That Heartache Again
 No One Will Ever Know
 I'm The King of Broken Hearts
 Take Me
 Congratulations To Someone
 Have A Good Time
 Here In My Heart
 Somewhere Along The Way
 Since My Lover Has Gone
 Solitaire
 Blue Velvet
 While We're Young
 Cold Cold Heart
 Because of You
 I Won't Cry Anymore
 Once There Lived a Fool
 Valentino Tango
 Sing You Sinners
 Boulevard of Broken Dreams

and many more
 popular favorites

PERCY FAITH

ALBUMS


TITLE	33 $\frac{1}{3}$ rpm	45 rpm	78 rpm
	10"	12"	
Percy Faith's Kismet	CL 550	CL 6275	B-399
Music Until Midnight	CL 551		B-372
Percy Faith Plays Romantic Music	CL 526		B-379
Percy Faith Plays Continental Music	CL 525		B-371
Percy Faith Music From Hollywood			B-376
Carefree Rhythms	CL 6242		B-332
Music From Hollywood	CL 6255		
Carnival Rhythms	CL 6214		B-305
American Waltzes	CL 6178	B-255	C-255
Football Songs	CL 6148	B-214	C-214
Fascinating Rhythms	CL 6203	B-292	

SINGLES

The River	Delicado
Edelma	Festival
Dream, Dream, Dream	When The Saints Go Marching In
Eleanora	
Swedish Rhapsody	There She Goes
Song From Moulin Rouge	What Is This Thing Called Love
Gaviota	
Tropical	Brazilian Sleigh Bells

and many more
 popular favorites

COLUMBIA RECORDS

"Columbia" and  , Trade Marks Reg. U.S. Pat. Off. Marcas Registradas

AMERICA'S GREAT RECORDING STARS

**TONY
BENNETT**



**PERCY
FAITH**



exclusively on **COLUMBIA** records

8
america's great recording stars

percy *Faith*

tony *Bennett*



exclusive columbia recording artists