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BIOGRAPHY

of

PERCY FAITH

APRIL 7, 1905

Born in Toronto, Canada, Percy Faith began studying the violin at the age of seven, changing his basic instrument to piano three years later. He pursued the career of concert pianist at both the Toronto Conservatory of Music and the Canadian Academy of Music making his debut at the age of fifteen at Toronto's Massey Hall. His future as a concert pianist seemed certain, and he added an insatiable thirst to learn every type of music by playing in local movie houses and with several dance bands. These experiences were to show in later years in the great variety of his recordings.

At eighteen, his career took an abrupt turn when an accident left him with severely burnt hands. No longer able to practice to the extent required of a concert pianist, he began an intensive study of harmony and composition. Within four years, he was scoring for leading orchestras and dance bands in and around Toronto and was conducting his own groups on the radio. Advancing to work with large ensembles, he soon developed the rich orchestration since identified as the "Percy Faith Sound." His search for new sounds and rhythms never ceased. This seeking, added to his conservatory background, brought on "melody with various counterpoints," which was to later stamp him as one of the best writers of background music

for vocalists and prompted pop music critics to comment that "Percy Faith puts popular music on a pedestal. He raises it to the level of symphonic playing."

Percy Faith joined the Canadian Broadcasting Corporation in 1934 as Arranger and Conductor. In 1937, he planned and aired the program, MUSIC BY FAITH, which was to be his springboard into the United States. Its coverage included all of North America and Hawaii via the Canadian Network and the Mutual Broadcasting Company.

In 1940, he took over the CARNATION PROGRAM, emanating from Chicago, to be followed by the music-directorship of the Coca Cola program, THE PAUSE THAT REFRESHES ON THE AIR, in 1947. In 1950, he joined Columbia Records as Musical Director of the Popular Division; and his career began to take on momentum. Along with Mitch Miller, he helped develop such stars as Tony Bennett, Rosemary Clooney, Jerry Vale, Guy Mitchell, Johnny Mathis, and others. His arrangements of BECAUSE OF YOU, COLD COLD HEART, and FROM RAGS TO RICHES helped Tony Bennett win three gold records for sales topping the million mark. His own song, MY HEART CRIES FOR YOU, was another gold record winner which launched Guy Mitchell to stardom. In 1955, he took over the WOOLWORTH HOUR for CBS while garnering gold records of his own for two of the largest selling hits of all time, THE SONG FROM MOULIN ROUGE and THEME FROM A SUMMER PLACE. The same year, his first movie, MGM's LOVE ME OR LEAVE ME, brought him an Academy Award Nomination.

With the advent of stereo came further awards; i.e., RIAA Gold Awards for the albums, VIVA! (The Music of Mexico), BOUQUET, and THEMES FOR YOUNG LOVERS. Today he knows no musical barriers. The famed conductor-composer-arranger is as much at home on the concert hall podium as in the Columbia Records studios. His personal appearances include many major American symphony concerts besides appearances in Japan, Italy, Monaco, Canada, London's BBC, and many to SRO audiences.

He has scored many motion pictures among which are THE OSCAR, THE THIRD DAY, THE LOVE GODDESSES, I'D RATHER BE RICH, TAMMY TELL ME TRUE, and LOVE ME OR LEAVE ME. Among his television shows is the theme heard weekly on NBC's THE VIRGINIAN.

Represented in the Columbia Records catalog with over forty-five albums, Percy Faith has achieved a long list of success and awards.