

Radio still power in disc world

NEW YORK — Radio and television, which sometimes seem like rivals for everyman's attention, actually can work together for mutual advantage. Take the case of David Cassidy, as narrated by Larry Uttal, president of Bell Records, on which the singing star appears.

"David was not a star at the beginning of The Partridge Family Show on television," Uttal declared. "He became a star by having a hit record on radio.

"Screen Gems Television, which is a division of Columbia Pictures Industries, had created the show. It was to be about a singing family but no one knew when they cast David whether he was going to be able to sing. We thought we might have to synch his voice." (Synch means synchronize, having someone sing on a soundtrack while the performer seen mouths the words.)

However, the show's producer came to Uttal, he said, and urged, "Let's try him. I think he can do it."

David's first song, "I Think I Love You," was released on Bell, another division of Columbia, in July, 1969 and was a hit record on radio within a month. It eventually sold two million copies. The Partridge Family Show itself didn't begin until September and that song didn't appear on the show until November. By that time David Cassidy was an established singing star.



DAVID CASSIDY

"Jonathan Livingstone film is strictly for t

By WILLIAM E. SARMENTO
Sun Drama Critic

REMARK: I expect a nasty letter from the