that the show's success depends on "the honesty of the characters and the rapport we have as a family."

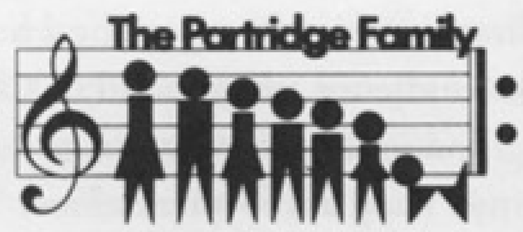
Whatever the reason, by the fifth Nielsen rating, executive producer Claver knew they had a winner. That fifth Nielsen (Oct. 23, 1970) showed "The Partridge Family" with a 17.5 rating and its competition a footstep behind at 16.8 for Andy Griffith's "Headmaster" and 16.3 for "The Name Of The Game."

By December, the show was in the Top 10. "I Think I Love You," The Partridge Family's first record, was well on it's way to selling 3,500,000 copies; and David Cassidy was well on his way to becoming the latest teenage idol.

"The Partridge Family" can not be dismissed as just another series for children. Although one survey did indeed call it the highest rated TV program for children between the ages of 6 and 11, the audience breakdown also showed that 28 per cent of the viewers are women over the age of 19 and 19 per cent are grown men.

The Partridge Family's success is certain to continue as the show ends its second season. Whatever it is, it has that indefinable, magic something that makes a show work.

Bill Radics



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