

Bell in 100G 'Family' TV'er, Product Push

NEW YORK—Bell Records is launching a \$100,000 promotion campaign, combined with a nationwide tour, to support not only the record product, but the new ABC-TV series "The Partridge Family." The first single, said Bell president Larry Uttal, will be released the first week of August. The half-hour show bows on more than 150 stations Sept. 25 at 8:30 p.m.

Title of the single will be "I Think I Love You." Theme song of the show is "On the Road," which will be the second single. Promotion tour for Shirley Jones, star of the show with her stepson David Cassidy (he plays one of five children in the series), starts Aug. 17. Cassidy performs with the group in the series, as well with the real group that recorded the music under independent record producer Wes Farrell.