

Big 3 Bows Cassidy Folio

NEW YORK—The music print division of The Big 3 (Robbins-Feist-Miller) is releasing the first music folio featuring songs by David Cassidy. The folio will be titled "Cherish/David Cassidy." The songbook matches the contents of Cassidy's initial record album on the Bell label and was acquired for the music print market via a special deal with Wes Farrell, producer-publisher.

Big 3's distribution of the Cassidy book will be backed by a promotional campaign covering major rack outlets and a broad music jobber base as well as the direct distribution to music shops throughout the country.

The folio will include candid and color photos, as well as extra lyrics.

As an adjunct to the release of the Cassidy songbook, the Big 3 is also marketing sheet music

copies of Cassidy's "Could It Be Forever." The sheet music edition carries a four-color front and back photo of the singer. "Could It Be Forever" is a copyright of Pocket Full of Tunes, Inc., a Farrell publishing wing.