

Partridge Family—‘Stickball’ Mix-up

By JOHN GIBSON

■ HOLLYWOOD—The unluckiest mistake of the year occurred last week when approximately 1200 copies of the new Partridge Family (Bell) single, “Breaking Up Is Hard To Do,” went out to stations across the country accidentally defective. The defect was that the Partridge Family labels were on the wrong records. And the wrong record was “Stickball,” Tony Bruno’s pornographic-nostalgic record.

“Stickball” is a music business oddity, and has sold in excess of 60,000 records on its own. It has been Tower Record’s hottest single for a couple weeks (Tower was even playing it on the p.a. in the store), and with no airplay whatsoever, it

nevertheless is shaping up as a big record.

Tony Bruno and Gus Savalas, who own “Stickball,” say it started out as a joke “Xmas Card” by Bruno. They got extra exposure at Bell’s expense last week with the pressing plant error.

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Meanwhile, as soon as Bell found out about the mistake they sent out hundreds of telegrams warning stations to audition the new Partridge record before putting it on the air. Irv Biegel Bell Records Executive Vice President explained, “the mistake was made at the factory. In order to be sure that there is absolutely no possibility of error at the radio stations, we are shipping out regular label copies. We advise everyone who has received a deejay copy to listen to it to be sure that they have the Partridge Family record.”