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Cash Box

1971 In Review: Best Artists, Albums, Singles In Pop, Country & Rhythm & Blues... Producers Of Top 100 Hits... Top Hits, RIAA Gold Recordings Through The Years... Complete Country-By-Country Survey Of 1971's International Music Market...

DAVID CASSIDY: CHERISHED IS THE WORD



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FRONT COVER:



Bell Records' David Cassidy has emerged from the myriad of new faces on television and on record as a phenomenal superstar. His first solo recording, "Cherish," has already gone over the million mark as has every recording he has made, as part of The Partridge Family. The Partridge Family's latest single, "It's One of Those Nights," is already a hit. Currently, Cassidy is finishing his first solo LP, which will be released in Jan. and is preparing to record a new Partridge Family album which will be issued the following month. In February, he will launch a concert tour of the major cities throughout the United States. He already holds attendance records in city after city where he has appeared.

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memo outlining the ways and means to promote the album, a self-address order card, offering a free LP on any bulk order, and a covering letter from the National Council. These kits will be mailed to all NAB stations throughout the country.

"Our purpose," said the album's producer Gil Rodin, "is to get the album into the home. We're aiming to

David Sarnoff

NEW YORK—David Sarnoff, who envisioned the "radio music box" in 1915 and television as a commercial possibility in 1923, died on Dec. 12 at the age of 80.

Sarnoff's pioneering efforts in radio and TV were channeled through the Radio Corporation of America (now RCA Corp.), the company with which he was associated for more than 50 years. He retired as chairman of the board and board member on Dec. 31, 1969, although he held the title of honorary board chairman until his

Bell's Best Xmas Sales Assisted By Partridge Bonanza

NEW YORK—Bell Records is going through its best Christmas retail sales in history.

Sparking the sales spree, reports Gordon Bossin, vp of album sales, are Partridge Family LP's, all four of which, including the new "Christmas Card" set, have sold over one million units. Total sales amount to 5½ million, Bossin noted.

With Partridge display material in retail outlets around the country, Bossin said that many of the larger retailers have declared Dec. as "Partridge Family Month."