



CASSIDY'S COMIN'—A nationwide merchandising campaign has been launched by Bell Records as part of David Cassidy Month, celebrating the release of "Cherish," the first solo album by the lead singer of the Partridge Family. Seen above is one of the Melody Records chain of stores in New Jersey owned by Mike Zigarelli, and serviced by Ampex-Martin distributors. The Stuyvesant Avenue outlet in Union, New Jersey managed by Steve De'Vre, features the singer's name spelled out with album covers and several large posters of David in the front window. Similar displays are appearing across the country.