

David Cassidy Embarks On Feb.-Sept. Solo P.A. Dates

NEW YORK — Fresh from a European skiing holiday—with a promo stopover in England—David Cassidy has embarked on his most ambitious solo concert engagements. From Feb. 19 to Sept. 2, Cassidy, a member of TV's Partridge Family, will play venues, mapped out by Ruth Aarons Management and William Morris, that generally hold 15,000.

His Madison Square Garden date on Sat., Mar. 11, is already a sell-out (the Garden holds about 20,000). Ron Delsener, who is producing the Garden event, plans to film the concert, which will also feature Dawn. Bell Records says, however, it has no plans to issue a "live" LP of the concert. Additionally, Joshua Television will install a "videomagnified" 15' by 20' screen.

Before he returns to film Partridge Family" episodes for next season, Cassidy plans to do as much recording as possible. He started his solo diskings with "Cherish," also the tag of a smash LP. A single from the LP, "Could It Be Forever," is also a big chart deck.

Interestingly, Cassidy is beginning to penetrate the English disk market without benefit of the TV show. BBC dropped the program after 12 weeks. It's Cassidy's belief that a 5pm time slot hurt the show, because, he contends, the show is not totally oriented toward the youth market, but has adult appeal as well.

Due soon is the fifth Partridge Family set, which will be called "Shopping Bag." Cover will actually consist of a shopping bag, two million of which have been ordered by Bell Records. This will be the fifth Partridge Family set.

Concert Dates

Here is the Cassidy itinerary: Feb. 19, Civic Center Arena, Pittsburgh; (20), Spectrum, Philadelphia; (26), Constitution Hall, Washington, D.C.; (27), Civic Center Arena, Baltimore; Mar. 3, Hemisfair, San Antonio; (5), Astrodome, Houston; (11), Madison Square Garden, N.Y.; (18), Municipal Auditorium, Knoxville; (19), Colliseum, Macon; April 1, Boston Garden, Boston; (6), Kiel Auditorium, St. Louis; (7), Auditorium Arena, Milwaukee; (8), State Fair Colliseum, Indianapolis; (22), Mid-South Colliseum, Memphis; (23), Convention Center, Louisville; (29), Colliseum, Greensboro, N.C.; (30), Colliseum, Charlotte.

Also, June 3, Colliseum, Seattle; (4), Colliseum, Portland; Aug. 26, State Fair, Duquoin, Ill.; (27), Blossom Music Festival, Cleveland; Sept. 2, Canadian National Exposition, Toronto.

Chess/Janus To Handle Jay-Walking

NEW YORK — Marvin Schlachter, president of Chess/Janus Records, has negotiated a distribution agreement with Jay-Walking Records, headed by Clarence Lawton. Jay-Walking artists The Continental Four were recently on the charts with "How Can I Pretend".