

1st Cassidy Song Book Via Big 3

NEW YORK—The music print division of The Big 3 (Robbins-Feist-Miller) has rushed releases of "Cherish/David Cassidy," the first music folio featuring songs by the young singing idol. 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.

Big 3's distribution of the Cassidy book will be backed by a total promo campaign covering major rack outlets and a broad music jobber base as well as the direct distribution to music shops throughout the country. The special design of the Cassidy edition which includes candid and color photos, extra lyrics and graphics, is also expected to pull substantial sales from Cassidy's fast-growing fan clubs.

As an adjunct to the release of the Cassidy Songbook, Big 3 Music is also marketing sheet music copies of Cassidy's "Could It Be Forever." The sheet music edition is a special effort which carries a four-color front and back photo of the singing star. "Could It Be Forever" is a copyright of Pocket Full of Tunes, Inc., a Wes Farrell publishing wing.