

# Uttal Gave Cassidy Break

**NEW YORK (NEA)**

Radio and television, which sometimes seem like rivals for everyman's attention, actually can work together for mutual advantage. Take the case of David Cassidy, as narrated by Larry Uttal, president of Bell Records, on which the singing star appears.

"David was not a star at the beginning of The Partridge Family Show on television," Uttal declared. "He became a star by having a hit record on radio.

"Screen Gems Television, which is a division of Columbia Pictures Industries, had created the show. It was to be about a singing family but no one knew when they cast David whether he was going to be able to sing. We thought we might have to synch his voice." (Synch means syn-

chronize, having someone sing on a soundtrack while the performer seen mouths the words.)

However, the show's producer came to Uttal, he said, and urged, "Let's try him. I think he can do it."

David's first song, "I Think I Love You," was released on Bell, another division of Columbia, in July, 1969 and was a hit record on radio within a month. It eventually sold two million copies. The Partridge Family Show itself didn't begin until September and that song didn't appear on the show until November. By that time David Cassidy was an established singing star.

"Television provided us with Vicki Lawrence, too," Uttal said. Vicki, a regular on the Carol Burnett Show, was spotted by Bell as a

singer and she came through with "The Night the Lights Went Out in



**DAVID CASSIDY**  
Path To Stardom

Georgia," which last summer seemed to be playing wherever you turned your radio dial. Now Vicki is a singing star as well as a TV comedienne.

Another Bell singer whom you are hearing via radio now is Mary Stuart, heroine for the last 22 years on the TV soap opera "Search for Tomorrow." Bell scouts sensed her singing potential and got her to release some of that soap opera poignance through an LP, on which she plays guitar and displays a singing talent equal to her acting ability.

Rodney Rippy, the laughing little kid who does TV commercials for the Jac in the Box fast food chain, was spotted by Bell as a winner and now you hear him giggling on radio as he sings "Make Life a Little Easier."