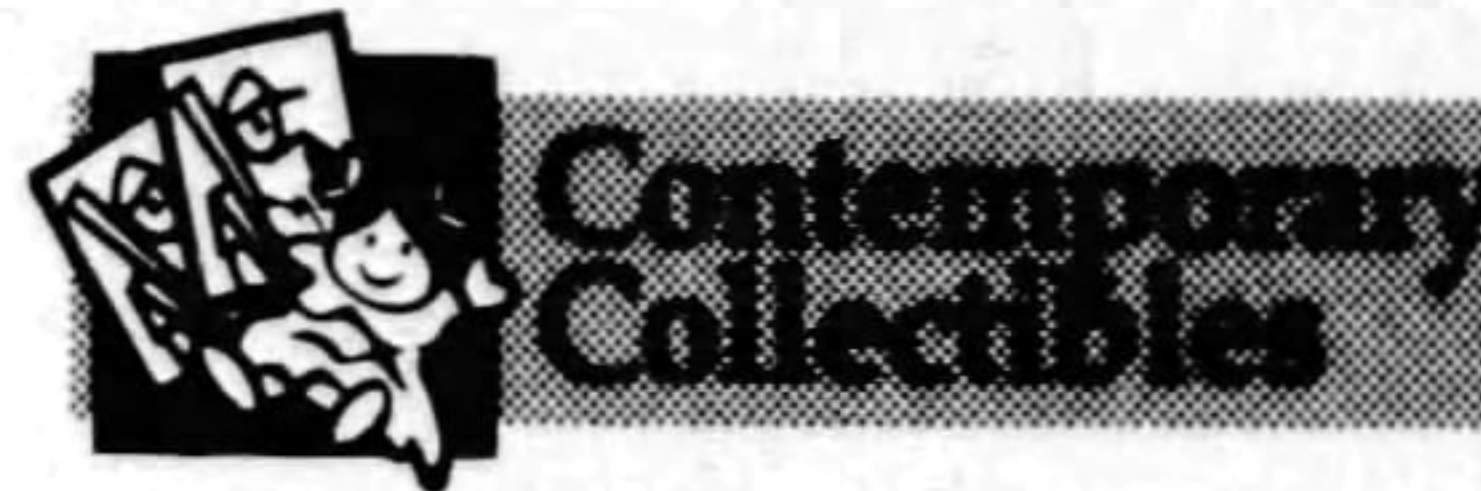


Two-TV families still have viewers enchanted

By LINDA ROSENKRANTZ
Copley News Service



a bus on the road.

The Brady Bunch had nine (can't forget Alice) almost equally featured characters, while The Partridge Family found its focus on David Cassidy, who played Keith and became a popular teen heart throb.

What the two shows did have in common was a massive merchandising presence, with products that were not dissimilar. There were, for example, Brady Bunch books; activity, sticker and coloring books; paper dolls; board games; guitars; lunch boxes; puzzles; dolls; costumes; view master sets; trading cards; and records. There were also Partridge Family books; activity and coloring books and comics; paper dolls; guitars; lunch boxes; puzzles; dolls; costumes; view master sets; trading cards; and records.

Speaking of records, not only were there the expected ensemble albums (such as Meet the Brady Bunch; Merry Christmas from the Brady Bunch; and The Kids from the Brady Bunch), but there were also some by individual Brady actors Barry Williams, Mike Lookinland, Christopher Knight, Eve Plumb and Maureen McCormick (what happened to Cindy?).

The musical counterparts pro-

duced even more recordings, including The Partridge Family Album; The Partridge Family Shopping Bag; Up to Date; At Home With Their Greatest Hits; The World of the Partridge Family; many David Cassidy albums; and others featuring Shirley Jones, Danny Bonaduce and Ricky Segall.

What are the most valuable collectibles from these two shows?

For the Bradys:

- A fan club kit by the Laufer Co., 1972, offered through Tiger Beat and Fave magazines, containing a record and autographed photos, valued at \$200-\$250.
 - Marcia costume by Collegeville, 1969, \$150-\$200
 - The Brady Bunch Game, a board game by Whitman, 1973, \$150-\$200
 - A 1973 record by Chris Knight and Maureen McCormick, Paramount, \$100-\$150
 - A toy tea set by Larami, 1973, with an illustration of the Brady girls, \$75-\$100.
- For the Partridges:
- A toy Partridge Family bus by Remco, 1973; boxed, \$1,000, loose, \$400-\$500
 - A full-size Partridge Family

Record Cabinet by AFT Furniture Co., 1973; unboxed \$400-\$500, boxed, \$800-\$1,000

- David Cassidy costume by Kusan, 1973, \$300-\$400
- Two clocks by Time Setters, 1972, one of the whole family, the other featuring David Cassidy; each \$250-\$300
- A 19-inch Laurie Partridge

doll by Remco; 1973; boxed, \$250-\$300

- Pin-on Partridge Family Family Tree button by Merry Motion, 1971, \$250-\$300
- David Cassidy radio by Philgee International Ltd., 1970s, \$250-\$300.

Several books offer visual

identifications of Baby Boomer TV collectibles as well as values. The most up-to-date of these, with sections on both the Bradys and the Partridges, is Collector's Guide to TV Toys and Memorabilia, 1960s and 1970s, second edition, by Greg Davis and Bill Morgan (Collector Books).

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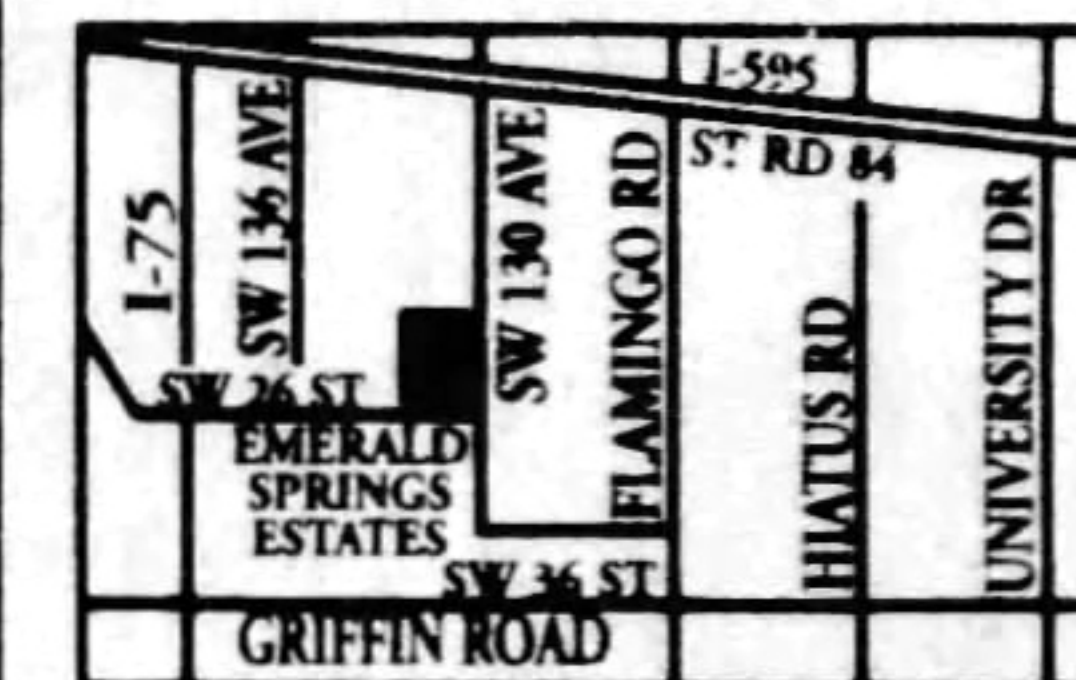


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