Rev. William B. Cannon, 71, of Cherry Hill, died Sunday at West Jersey Hospital, Voorhees.

Rev. Cannon retired last August after 41 years of active ministry. He lived at Sacred Heart Residence for Priests in Cherry Hill.

Prior to his retirement, he was a senior priest at St. Pius X Church in Cherry Hill. He was pastor at St. Vincent de Paul Church in Mays Landing from 1966-72, Immaculate Heart of Mary in Woodlynne from 1972-75, and Queen of Heaven in Cherry Hill from 1975-79.

He was chaplain at Kessler Memorial Hospital in Hammonton from 1979-80, and was associate pastor in several other parishes, including Holy Name in Camden from 1959-62 and Christ the King in Haddonfield from 1980-93.

Rev. Cannon was born in Troy, N.Y., and attended St. Thomas Seminary in Hartford, Conn., and St. Mary's Seminary in Baltimore. He was ordained in 1954.

He is survived by a brother, Joseph V. of Wilmington, Del.; three sisters, Joan O'Hearn of Schaghticoke, N.Y., Sister Sara Cannon, CSJ, of Indiantown, Fla., and Sally Dorn of Schenectady,