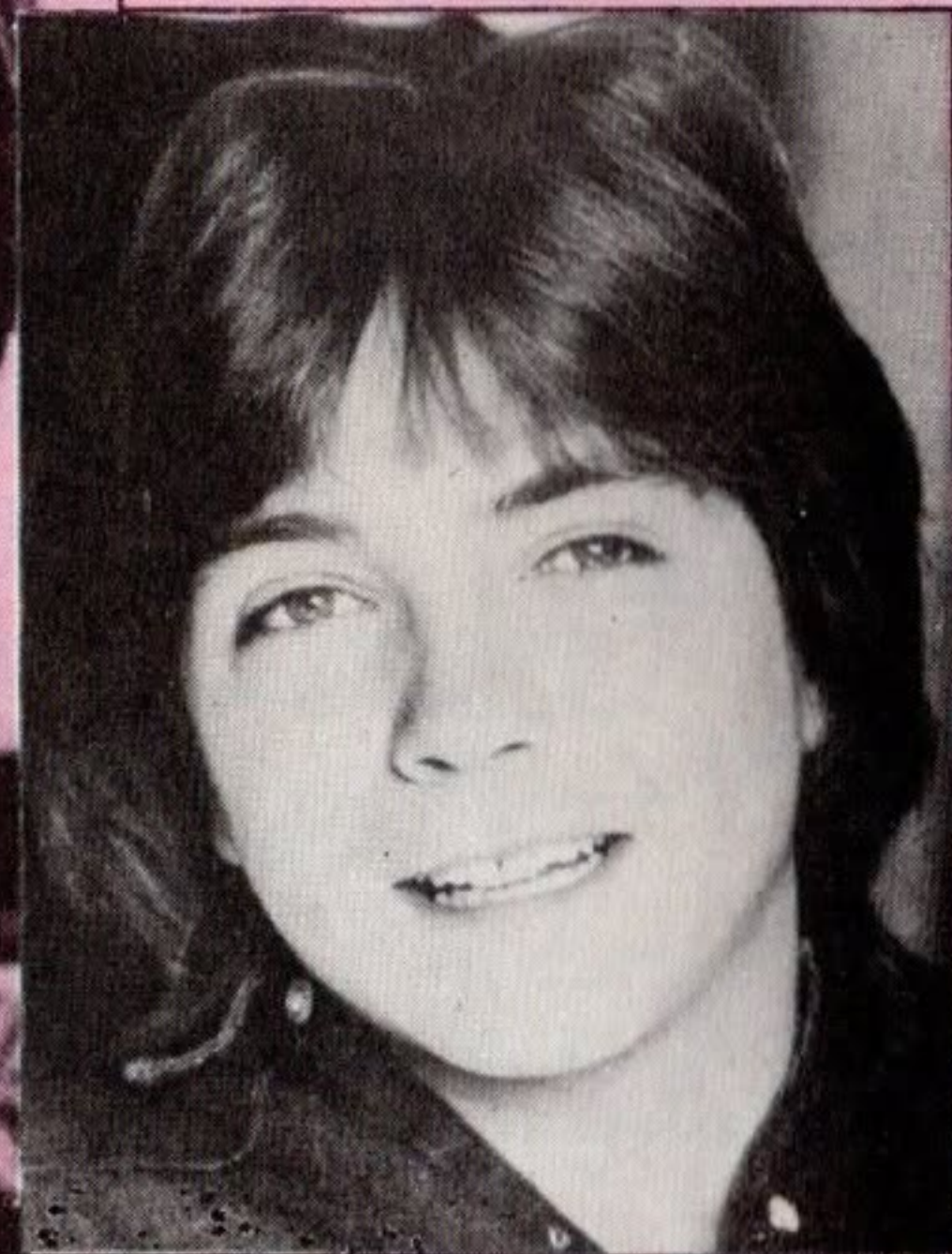
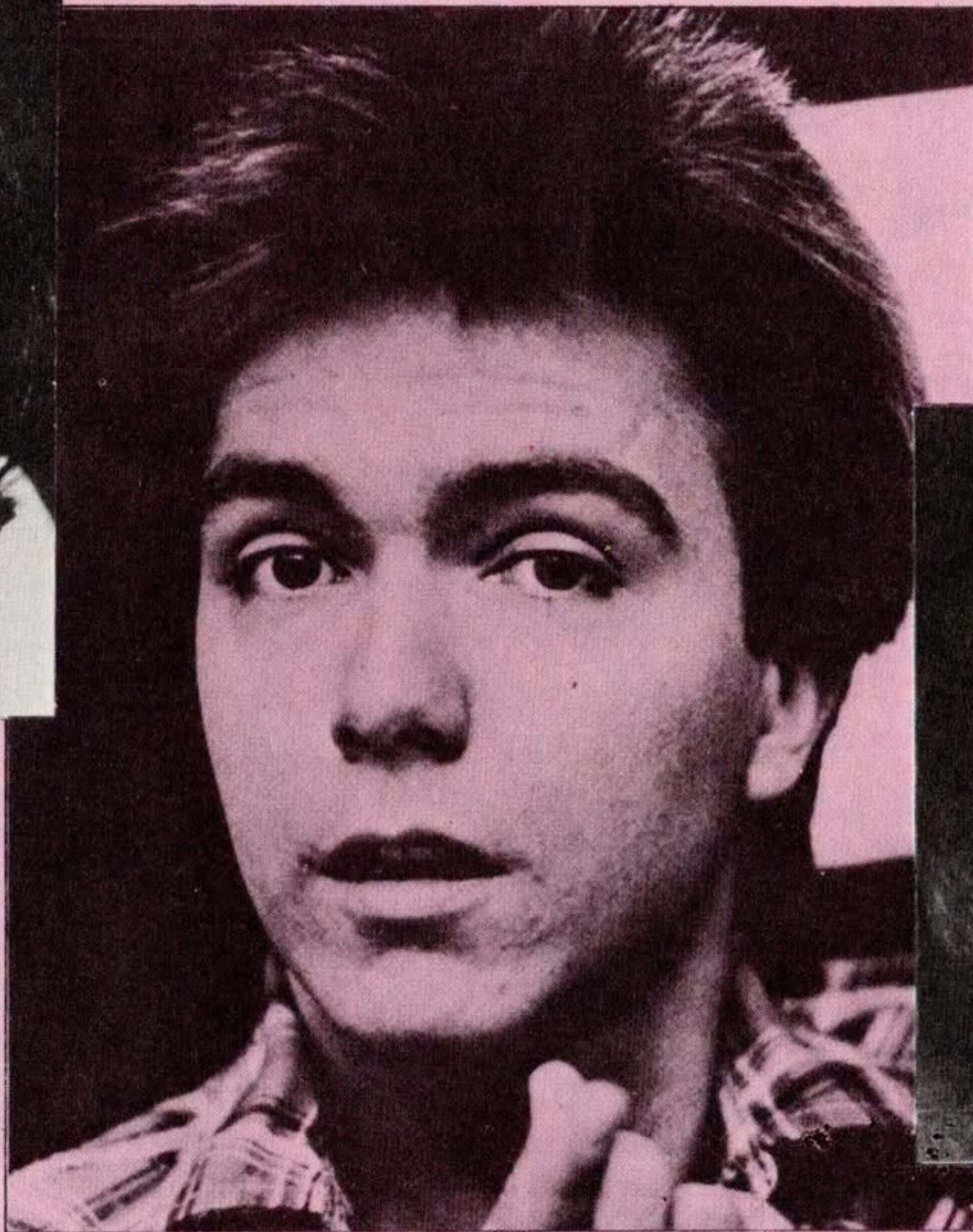
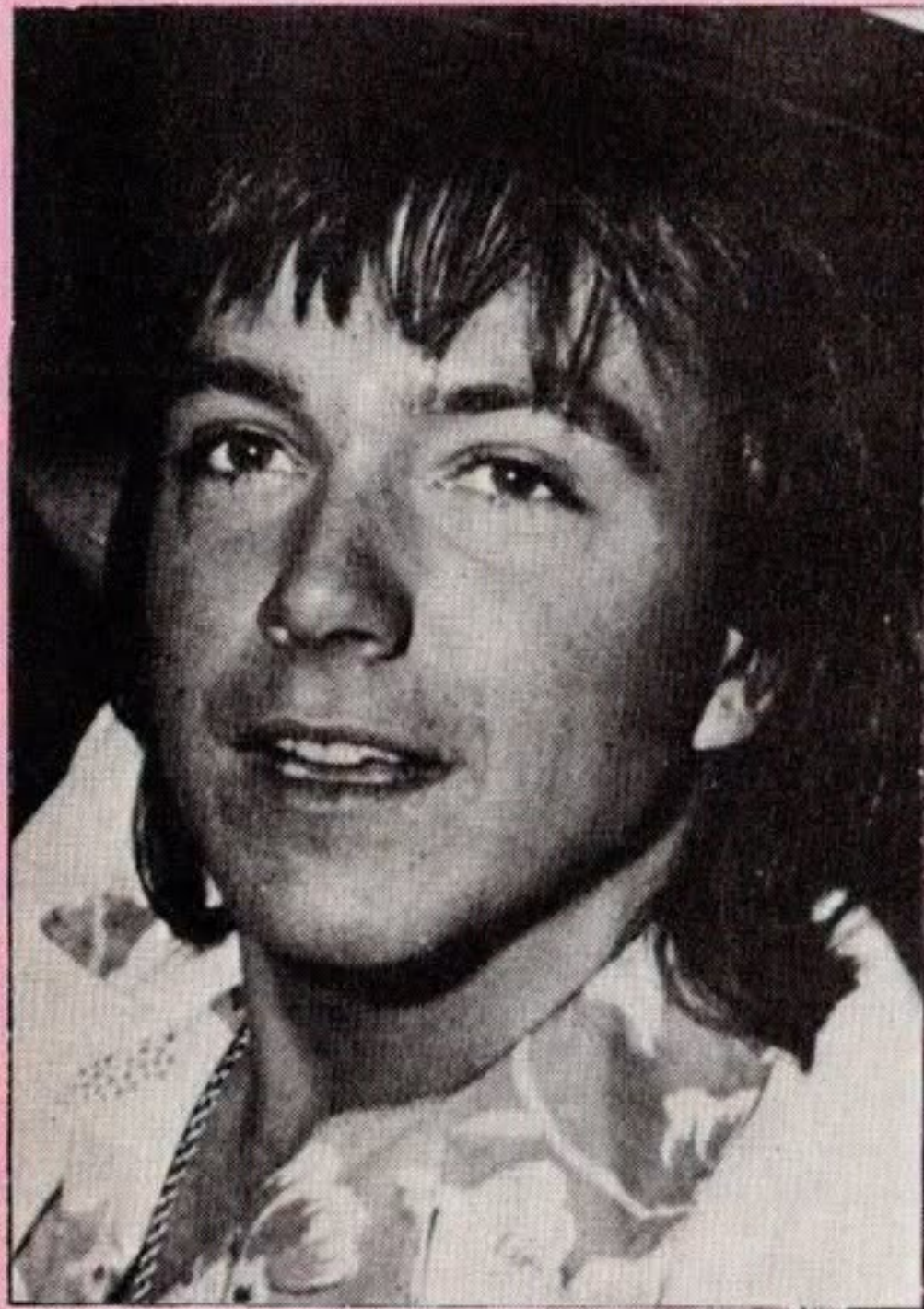


Who's New

David—

SECOND TIME AROUND



Many a heart was broken when David Cassidy suddenly quit the pop scene last year and went into hiding.

Many folk thought that David would never appear again, that he'd just vanish forever — but they were wrong...

David Cassidy has bounced back onto the scene with a brand new single, "I Write the Song" and a completely new-style album, "The Higher They Climb the Harder They Fall"!

But David is no longer the boy we once knew — he's changed, grown-up.

And it's not just the looks that are so different... the music's changed too.

"I have a completely different approach to my music now", David told us. "In fact, my attitude towards the whole music business is completely different."

WHAT HAPPENED?

But before David got down to telling us about the changes he's made, we asked him to explain what went wrong before.

"Well, my life, or rather my career, just got out of hand.

"I had no time to myself... no time to even sit and think what was happening to me. I got so wound up in the pop scene that in the end I didn't know whether I was

coming or going — honest.

"I was physically and mentally drained... I don't think I could have taken any more even if I'd wanted to. So that's why I packed it in.

"I know it was rotten for my fans, but I didn't mean to hurt them. It's just that I couldn't go on any more the way I was heading..."

So what was David doing during his year of silence?

"The first few months were spent unwinding — learning to relax in the States and at my house in Hawaii, he said.

"I couldn't begin to think about music for quite a time. Then, slowly but surely, I started to sing again... and write too!"

Before he knew where he was David was back in the recording studios making his new discs, but under much less rushed terms this time!

DAVID... MARK 2

And now he's come back in the music world with a new

image and plenty of new ideas.

He looks slightly older... but a darn sight healthier than he used to. Tanned and slim... and much calmer, too. He looks like he's ready to cope with any kind of situation that comes out of his new-image career.

"The most important thing for me now," he told us, "is that people come to see me and buy my records for my voice... and not just for what I look like," he said.

"Last time I was over here doing concerts nobody could hear me sing for screaming.

"When I feel that my fans appreciate me for my talent and not just as a pin-up pop star I will begin to do gigs again... but not before. I want to stay right away from all that!"

And he's not kidding... that's for sure. He's even thought of changing his name and reappearing as

somebody completely different!

DOING HIS OWN THING

When David's not concentrating on his singing he still takes things pretty easily. He loves riding, swimming and playing tennis and spends a lot of his spare time in Hawaii on the beach!

But altho' David loves Hawaii he is trying to buy a large plot of land right near the sea in California — where he can build himself a fantastic house!

He's interested in making a film, too, but not in the Partridge Family style.

If he should accept a role it would be a straight part — nothing to do with his singing career.

No concerts are planned yet. As David said, that's up to us. If we can appreciate him on a musical level he'll be over like a shot — but if we cling to his old image he'll stay put.

And that's an ultimatum... so we all know what to do!