THE success of both sides of his first single for his new record company - RCA - means that David Cassidy is back where he

belongs - right at the top.

Although prior to the release of the two sides - 'I Write The Songs' and 'Get It Up For Love' - things had been a trifle quiet for David, now the situation is much the same as before. Of course, "a trifle quiet" for David means a lot different than for the average popster. For the modest Mr. C. (isn't he looking more handsome and healthy to-day than ever before?) is usually continuously in the news. Just like the other superstars of to-day - such as Devid Bowle, Elton John, Bay City Rollers, John Lennon, the Stones and The Osmonds.

Frankly, there had been a bit of a gap between David's leaving Bell Records to join RCA. But that gap had been well spent by the shrewd young man in sussing out what he was going to be doing in the future. Not only for and with his new record company, but from an overall point of view. After all, he is, like us all, growing up. And, for one thing, he's said he wants to get rid of The Partridge Family image. To be more easily accepted by a wider kind of

following.

Well, it's nice to think that David is seriously contemplating the future. No doubt he's sensible enough to realise that even for a big-name artist like himself, there could be perils ahead. The old cliche here to-day, gone tomorrow is, unfortunately, part and parcel of the world of pop. We'll have to wait a bit to see exactly how David seems to be mapping out his life in a general way. Or, indeed, how his career in show business is likely to evolve - which direction

(or directions) that career is likely to take.

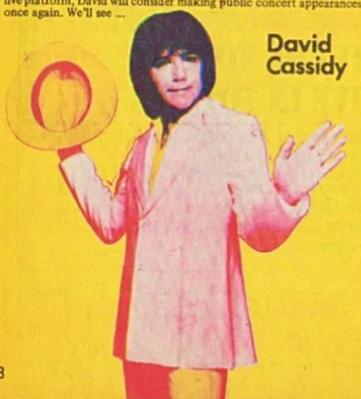
We'll even have to wait a wee while - though not too long we're told - to find out what, in addition to the two songs on the current single, new ideas he has for his future recordings. Next up for David is his first RCA LP — "The Higher They Climb, The Harder They Fall". It's a pretty classy debut album for his new company, containing new songs (including one theme-type number, written by D.C. himself) as well as rock standards. Produced by ex-Beach Boy, Bruce Johnston - he produced the single material and also wrote 'I Write The Songs' - in close collaboration with David, seems to be just the route away from the teenybopper-only area which he says he wants to forget.

Indeed, it would seem that, musically speaking, David Cassidy has already taken several strides in that awkward process of growing up. It's an important time, right now, for one of pop's biggest names. A time that will need much hard work and application to the tasks

and problems ahead.

We're pretty sure that you'll agree with us when we say we believe that David Cassidy has both the musical ability and the right mental attitude and basic intelligence to overcome any future difficulties or problems.

Perhaps, one day when he's gotten it altogether and, of course, he feels the need to bring his music to what, literally, would be a live platform, David will consider making public concert appearances





behaviour were incorrect.