

THE SECRET OF DAVID'S SUCCESS

Why has David Cassidy become the biggest superstar on today's pop scene? What is the secret of his remarkable success?

It's not really much of a secret why our David is first in the hearts of millions of fans—just look what he's got going for him:

Looks: That gorgeous smile, that lovely hair, that twinkle in his eyes, and that slim, trim, just-right build... let's face it,

when they made David, they threw away the mould!

Kindness: And he's just as beautiful inside as he is outside! Some people make it to the top, by ruthlessly treading on anyone who stands in their way on the road to success. Not so, David. He's a kind human being who genuinely cares about others. When he meets someone who wants to become a pop star, David does what he can to help. And most of his kindnesses are eventually repaid, too.

Talent: David's got a double store of talent... not only is he a fabulous singer, but he's a super actor as well. (He's even studied dancing too!)

Ambition: All the talent in the world isn't enough to turn a pop artist into a superstar. What's needed is drive, ambition, stick-to-itiveness and a commitment to working hard in order to achieve success. David has all those qualities and they've taken him right to the top.

Laughter: Though he's worked very hard to get where he is, and though he's had his own fair share of hard knocks, David has

never lost his sense of humour. You can always get a giggle out of him no matter how tired or involved with his work he may be. And when David laughs, it's catching!

Courage: The glamorous side of show business seems very appealing to most people, but it takes a lot of courage to plunge into the turmoil of the entertainment world... and to hang in there when times get rough. It took David a long while to get his first break—a part in a Broadway show. Then he thought he was made—until the show closed down just four days after it opened! It was quite a blow to David, but he was determined to stay in show-biz. Little did he know that a talent scout had spotted him and lots of good parts were just around the corner!

Personality: David is a guy who makes other people feel good—so naturally they like to have him around. Whether it's with a little joke, a kind word, or just a smile, he knows how to make people feel completely at ease. He knows when to be the life of the party and when to let the other guy be the centre of attention. He's confident but at the same time sensitive to another's needs... and that's an unbeatable combination.

You: Yes, you're the best thing David's got going for him... Because you appreciate his music and because you show your devotion to him in lots of ways. Knowing that you're there, knowing that you want him to go on making records and personal appearances, is what has given David the strength to climb to the top. He's depending on you...

