

DAVID QUITS!

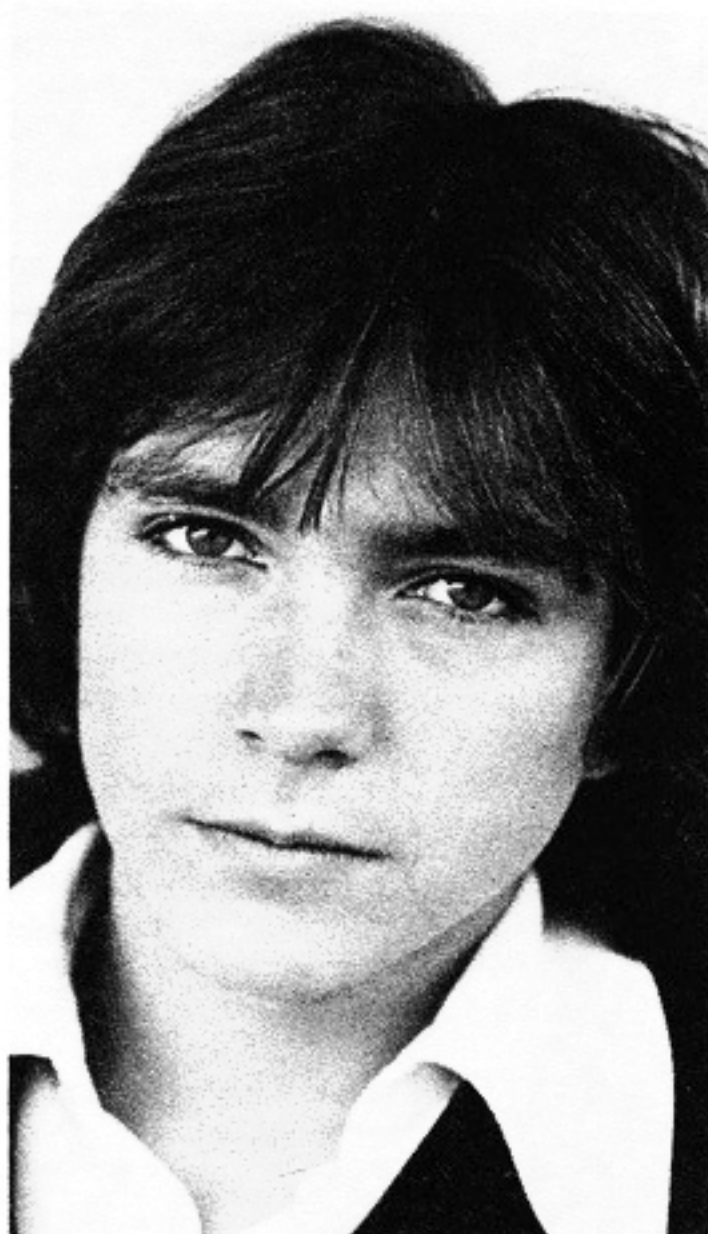
PART 2

David Cassidy's "battle" with Keith Partridge' began a little over a year ago. Sure, at first David had *loved* playing the role of "Keith" in ABC's top-rated series. But, as the weeks turned into months and the months into years—and David's live concert, recording and TV guest appearances began to consume more and more of his precious time—he began to silently begin to *hate Keith Partridge!*

"Actually, Keith is a bit of a bore," David says in private. "In real life I'm not a bit like him. I'm lively, have a mind of my own—and am even at times rebellious!"

WHAT WILL THE STUDIO DO?!

While you bite your fingernails to the quick and eat your heart out wondering if you'll ever be able to *stand* looking at *PF* without David on the screen, the executives at Screen Gems are also running about pulling their hair out. Oh, don't get any ideas yet though. David hasn't told anyone *directly* that he plans to quit being Keith. In fact, if he really tried to quit, it would be very difficult for him to do because he *does* have a contract with Screen Gems. BUT—and here's the catch—Screen Gems



What Would You Do If You Switched On Your TV Set One Friday Night To Watch *The Partridge Family* And Discovered That David Cassidy Was No Longer On The Show?! Well, It *Can* Happen—And One Day It Probably *Will!*

is owned by Columbia Pictures and the Columbia-Screen Gems Corporation values David Cassidy as one of its *most-prized* "possessions", and nobody at that company wants to see sweet David Cassidy unhappy!

Soooo—if in 1973 or '74 you turn on your TV set to catch up on the adventures of your favorite family, and the "Keith Partridge" that you see on your telly tube is *not* David Cassidy but some other young handsome guy, don't cry, little girl—for what will happen simply is that David will make himself more and more available to you in live performances and in guest appearances on other TV shows, not to mention in starring movie and Broadway theatre roles! And meanwhile, back at *The Partridge Family* series on ABC-TV you'll be seeing another "Keith Partridge" and—who knows?—the *brand-new* "Keith Partridge" may be the one guy (besides David, that is) in the whole wide world who *really* turns you on, makes your heart do flip-flops and makes you fall madly in love all over again—and keeps you glued to your TV set every Friday night, just as you are now!