

SUPERSTAR'S OFFICIAL

**David
Cassidy**

MAGAZINE

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Hello!

I know that many of you will be surprised and disappointed to find that we have, unfortunately, found it necessary to raise the price of the magazine to 25p, beginning this month. We're all just as disappointed about it as you are, but we've been faced with a number of different choices, all of which we thought were worse.

To begin with, we could have stopped publishing the mag altogether. But we enjoy doing it every month, and so many of you seem to like it that we just didn't consider that for a minute.

After all, since David announced his "retirement", most of the other mags have stopped bringing you the pix and features which they used to. That meant that, for any fan of David's, this was just about the only place they could turn for the latest information and photographs.

Another idea we had was to keep the price the same, but to add quite a few pages of advertising. Unfortunately, we also had to rule that out. It would have meant that we couldn't have printed as many pix of David as we have been. And that is one of the things that we've always been proudest of—we have brought our readers more photographs of David than any other magazine on the market.

So, in the end, we decided to raise the price. Since this time last year, the price of everything has risen out of all proportion. We've kept the price the same for over a year, and, unfortunately, it is no longer possible to bring you the same product for 20p.

But let's look on the bright side. This month we've got some recent reports from the United States. The first, on page 5, tells you a bit about what the people who are closest to David think about him. And there are quite a few surprises there, I can tell you.

And in our second feature, Linda Calvert, our Hollywood correspondent, tells you about the curious change that is taking place among David's American fans.

David saves the biggest news of the month for you in his personal letter. His own special way to beat that hot Hollywood-Hawaii sun is sure to surprise you, although, like most Cassidy surprises, it's pleasant.

And that is just about all for this month, except to call attention to our competition on page 9. I hope you can enter, and even if it isn't possible, the winning entries will certainly be a pleasure to read.

