



will be on his own numbers, though he's been working on songs by other artists as well, and has really extended his range.

RCA have certainly been impressed by the professional way he's approached the entire business and the way he so obviously knows what he wants to achieve—always the essential first step in actually bringing it off! Nobody can have forgotten the way RCA's President, Kenneth Glancy, announced David's contract with them:

"We are proud to be associated with a proven artist of his stature," he said, and went on, "RCA recognises the potential of a multi-talented individual like David Cassidy, who has weathered a unique type of superstardom very early in his career, with the result that his concentration can now be directed towards becoming

an artist of very *lasting* significance."

Glowing words indeed, showing RCA's recognition of David's past achievements as well as their confidence of even greater future success.

And surely even the confirmed cynics must take some note of this? After all, RCA have not become one of the world's top record companies by a mere fluke of luck. They've achieved their high standing by a sure knowledge of the recording business and by their ability to spot outstanding talent and present it to the public to the best advantage. In David Cassidy they have seen just this kind of talent and from now on they will be working with him to ensure that he creates the great music he is capable of producing.

One of the people who'll be

working closely with him on this is RCA's Stew Ginsburg. He only started getting to know David when the recording contract happened. But right after his first meeting with David, Stew had already made up his mind about the calibre of the artist he'll be working so closely with from now on:

"I was definitely impressed right away," he told me. "David is clearly a very bright young man who knows all about music and where he wants to go. He's very articulate, so he can get across to you right away what he wants to achieve and how he means to go about it. All in all, I reckon it's going to be quite exciting working with him."

Well, they do say that first impressions are always the right ones, and in this case it seems like everything's running true to form.

ANY OF THESE PIX CAN BE YOURS!



Photo A



Photo B



Photo C



Photo D

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