

Win Super-Colour Posters of sexy Jermaine Jackson **EXCLUSIVE**
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Cassidy:**

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LITTLE JIMMY OSMOND



Keeping up with JONES

Elvis Presley — what a great supersalesman!

INTERESTING point culled from the Los Angeles Times is that Elvis Presley really IS the super-salesman of all times. Reporter Bob Hilburn saw the Presley show on a Sunday afternoon in San Bernardino.

Out came Colonel Parker associate Al Dvorin to tell the packed audience: "Despite all the great appreciative audiences that have seen Presley, Elvis understands, honestly now, that the San Bernardino audiences are the best

anywhere."

And before the applause for his sagacity had died away, Mr. Dvorin "began a rapid-fire sales pitch that squeezed into 60 plugs for (1) the new Elvis On Tour film, (2) the live Madison Square Garden album, (3) the Burning Love single and (4) the new Separate Ways single. And before leaving, he also reminded the audience that photos and buttons were available at seven souvenir stands round the auditorium."

As the reporter points out: "If someone tried a similar sales pitch at the average rock concert, he'd be hooted off stage. Indeed, the Rolling Stones had a guy tell the audience about posters at an early stop on their recent tour, and there was such a chorus of boos that the announcement was discontinued."



WHO'D have thought it? Who'd have thought the young gentlemen of Who, formerly the High Numbers and cult-figures in the old mod scene, would have changed so much over the years? That cherubic Keith Moon, the wide-eyed innocence of Roger Daltrey, the slightly-shy smile of Pete Townshend and the calm reserve and dignity of John Entwistle.

Music and all that jazz

JAZZ, jazz and ever more jazz... that's the prediction of Doors-man Ray Manzarek when quizzed about which way pop music will develop over the next couple of years. He further expands his theory: "Certainly I'm sure our music will get more jazzy. More and more people will be led into jazz... it's only logical."

"Sure there will always be real rock and roll for the younger kids, but as the rock audience gets older, their music will surely evolve into something closer to jazz."

What with Focus now sharply in focus... well, could be a lot in what Ray thinks.

Capering about

WHILE Elvis Presley was doing his now-famed concert in Honolulu, a beefy sports reporter from a local paper managed to grab El's sparkling, diamante-studded, glittering cape. Nobody argued when he decided to make off with it.

But inevitably he was finally asked what he planned to do with the garish souvenir. Said he, hesitatingly: "Dunno... I guess the best thing is to put it in a safety-deposit box!" Anything rather than wear it.



GIRLS of The Week Dept: Third single from The Pearls is out now — it's You Are Everything; out on the Bell label and produced, as ever, by Phillip Swern and Johnny Arthey. A change of style from the previous two charters... You Came You Saw You Conquered, and Third Finger Left Hand. A change from the boppy to the smoochy. The girls, Ann Simmons (left) and Lyn Cornell, became the Pearls when picked out from a batch of session singers... and now the telly dates and foreign gigs are fair pouring in.

Non-sporting Henry gets Olympic score

COMING around summertime is the official film of the Twentieth Olympiad in Munich. It's been directed by nine different star movie-makers, including Britain's John Schlesinger and actress Mai Zetterling, representing Sweden.

And composing the music score for this production is obviously a tough job — the man selected has to match the filming moods of different directors. So it doesn't surprise me that they've picked our Henry Mancini to tackle the job... he's already got three Oscars and 13 Academy Award nominations under his belt.

I once asked him if he was interested in sport. His answer was a firm "no".

The birds and the beards

TERRIBLE old rumpus going on within the New World set-up. There's New Worlder John Lee, who has grown a beard and intends keeping it. Manager Mel Collins intensely dislikes the beard and is to be heard muttering: "Either that beard goes, or I do." The pro-beard argument of John Lee seems to me to be unanswerable and irrefutable. "The birds," he says, "like the beard."

Watch this space for the next thrilling instalment.

★ ★ ★

GARY Glitter is just back from Spain where he caught Ole De La Cancion... but it didn't hurt! It's an award for the best single of 1972, via Rock And Roll Parts 1 and 2... and just as a matter of interest and fact, there were only two other nominations — John Lennon and Elton John.

Subversion from Strawbs!

MAYBE you missed the protest, delivered dead-pan and with earth-quaking solemnity about the Strawbs' send-up single Part Of The Union. 'Twas Tory MP Mr. Harold Soref who protested to the BBC top brass: "This record is obviously a serenade to the troublemakers... typical of subversive propaganda put out." And there were so many of us just thinking it was just a catchy little toon, folks, just like the Strawbs said it was.

AMUSING juxtaposition of double posters offers in the Sun newspaper last week. There on the left was "the king of camp rock in action"...

David Bowie, anchor stuck firmly to his cheekbone, outrageous as ever. And, right next door, the smiling, clean-cut, be-capped, Army-style face of Lieutenant Mark Phillips, who "has captured the heart of the nation." Both posters on offer at 20p each!

What a double act those two would make...

Clothes don't make stars!

QUOTE from the quiet, but very talented, Peter Skellern: "I'm only too aware that I don't look like a pop singer and that, even under provocation, I don't behave like one. But the fact is that I AM a pop musician and as far as I'm concerned it's the music that counts, not the way you dress or live."

He added: "If you have to look like a freak to add to the excitement of the music, then it becomes a joke."



LOTS of people have said it before: "Cherish your country — keep Britain Tidy." But when David Cassidy has it plastered all across his 38-inch chest, be sure a few million fans will really take notice. That T-shirt is of exotic orange hue... and David has written to the Keep Britain Tidy Group telling them that he'll do whatever he can to help the campaign.

He says: "Litter pollution is a really bad problem in parts of America. I'd hate it to reach the same state in Britain. You've gotta realise you have a beautiful country — and I'll stress that fact on television and radio interviews, too. Listen folks... litter is ugly, dirty and illegal. That's my message."

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Cassidy — as he wants to be heard

VAL
MABBS
reviews
David's
new
album

ROCK Me Baby for David Cassidy has marked a period of uncertainty.

"It wasn't that David felt at all unsure about the validity of either the single or album of that title, but both signified a definite move away from pure pop styled ballads, to, as the title would suggest, more up-tempo rock.

For some time David has been feeling unhappy with his situation, and as friend Elton John recalls he was very excited at the emergence of the Rock Me Baby single. David considered it a step in the right direction — a step to prove that he can stand alongside the rest of the recording fraternity, outside of the context of the Partridge Family.

David has been fighting to prove that he can sing for a long time. As the old story tells us, when he was first auditioned for the Partridge Family the casting directors were only interested in his visual and acting talents — his singing voice was to be dubbed in by another vocalist! That was until David pleaded for the chance to use his own voice, and proved in fact that he could.

His voice at that time was fair, but not as strong as it has since become.

"I think I'm singing pretty well now," says David. "But early on my voice sounded too high, and I did sound a bit young. I think I'm singing deeper now, and I've learnt how to use my voice. I think it's a question of practice and the fact that I've watched a lot of good vocalists work."

In the Partridge Family David is generally cast in a fairly mundane role — charming and kind of sugar coated. It's a role that doesn't allow for too much stretching out vocally. So with Rock Me Baby comes the first opportunity for his public to hear David singing more of the kind of music that he enjoys singing.

Strangely enough, both the Rock Me Baby album and single didn't reach the heights, in the American charts, that Partridge Family recordings usually achieve. But since the Partridge Family receive gold discs — and some platinum — for all their

records, that's hardly an indication that record buyers dislike David's own work. In fact the album reached the Top 20.

The front cover pictures David relaxing in a rocking chair, his face looking petulant. He's wearing denim jeans, coupled with silver boots, and there's a red glow around him. On the reverse of the sleeve David is posing with a phallically shaped object held between his legs! I wonder why all the fuss about his Rolling Stone magazine interview, when he so obviously loves the more risqué suggestions in life?

During his Rock Me Baby track David croons rock me, and roll me, in a tone which doesn't suggest he's thinking solely about music.

On Lonely Too Long, the following track, it becomes obvious that David's voice has matured, and the number has substance. There's another smooth talkie passage included here — which seems to be a concession to the young fans, giving them something to "swoon" over!

Two Time Loser is David's own composition and it's a big ballad production, which would indicate that David isn't entirely divorcing himself from these numbers. It's dressed up with strings and piano from Mike Melvoin, and the story tells of a romantic let down.

Warm My Soul is instantly more full of life, getting closer to a rock presentation, though it's not penned by Cassidy. There's electric guitar, percussion, keyboards, creating a more funky feel. Just at times David's vocal here doesn't seem to integrate enough . . . which is perhaps symptomatic of David's lack of experience in a group format, or as an instrumentalist.

Some Kind Of A Summer is one of the nicest tracks here. It's not got a real rock feel, but just the same is the kind of number that really does suit Cassidy. The vocal tracking is good, and the liberal use of flute gives this the feel of summer . . . particularly with the references to hitch-hiking. It could in

fact make a good springtime single.

(Oh No) No Way has David sounding much more arrogant; and he's backed up by girl vocalists. Somehow this set me off thinking how difficult it sometimes is to showcase solo artists — and particularly purely vocal artists. At times David is given the full dressing of strings, and more . . . and occasionally set into a more basic structure. Which is fair enough — but he does have much further to go to realise that ambition of setting down an album with the roots in rock.

Song For A Rainy Day is co-written by David and is another story of lost love, talking of the castles in the sky that fell.

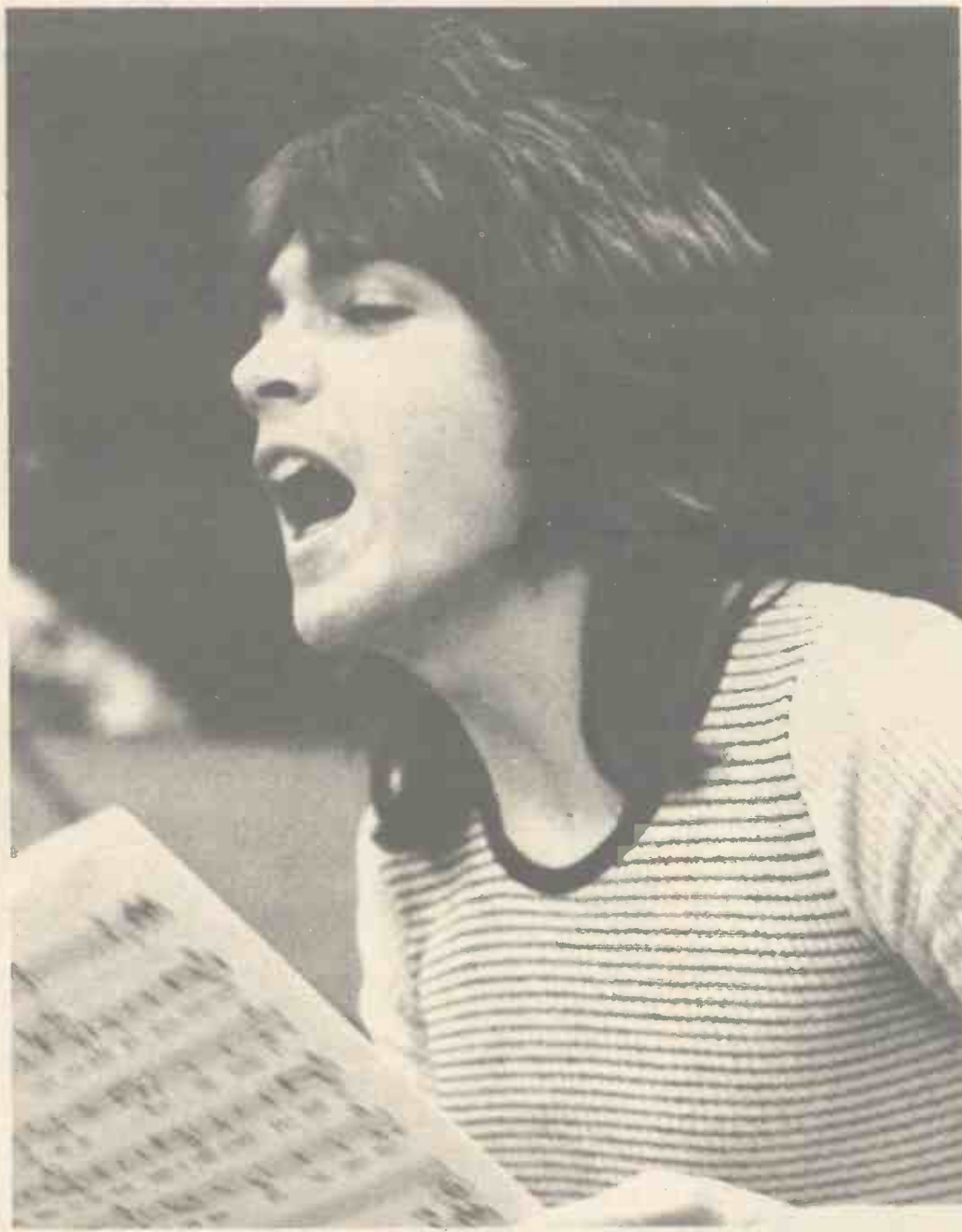
Soft As A Summer Shower has an acoustic opening and lavish strings and flute. At this point some credit should also be given to Jim Gordon and Hal Blaine who keep some good drumming going throughout this entire collection.

Go Now, the classic Moody Blues recording, is given a slightly different arrangement, with more brass than I remember being on the original (which unfortunately I don't have here to check with!). The classic piano framework is the same, and the number suits Cassidy's voice — it's good for people who don't remember the original to have the chance to appreciate this.

How Can I Be Sure, opens with the familiar accordion strain, with piano and strings. As a chart topper it needs no introduction. A Felix Cavaliere - Eddie Brigati composition, as is the earlier mentioned Lonely Too Long.

Song Of Love. "I can never seem to achieve all that the world tells me I need," says this song, and adds the very apt sentiment. "Life is a song the theme is love, give me my share and I'll get by."

So that's David as he wants to be heard — or at least closer to that point than he has been in the past. In general Rock Me Baby works well for him, and he does have a fair voice. Index number for this package, which is released, of course, on Bell, is Bells 218.



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"DOCTOR MY EYES"

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