

DAVID CASSIDY and BATTLE IN HOLLYWOOD SIDES!

The battle lines have been drawn! It's a fight

The battle is raging between David Cassidy and Sonny and Cher.

It will be a fight to the finish! There can be only one winner.

And Hollywood, unfortunately, *must take sides*, even though showfolk like both David and Sonny and Cher.

It's not the first time the town has witnessed such a public fight. But the participants have never been this young.

David, at 22, has become a millionaire by playing shy Keith Partridge on the weekly *Partridge Family* half-hour. The rest of the *Family* is well liked, but there can be no mistaking who the fans tune in to see each week—it's **David**.

After all, how many of the other show members sell such mementoes as posters and love kits? None except David.

And who else from the show packs tens of thousands of kids into concerts halls during hiatus. Only David.

He grosses a million dollars a year from those concerts. And the *Family* albums prominently feature **his** fragile, tender face, not only because he is the lead singer on all the songs, but because he is the reason they sell.

David is the boy who made *The Partridge Family* into a top-rated television show. Each week they introduce a new song, many of which have become gold records. All because of David.

Sonny and Cher understand the heady atmosphere David is breathing because of his success. They've been there. *(Continued on page 58)*

