

POP PREACHER!

MERICAN pop idol David Cassidy will assume a new role when he flies into Britain next month. He's going to be preaching to us all—about keeping Britain tidy.

David has been enlisted in our Keep Britain Tidy campaign and you'll see him posing in an orange tee shirt lettered with slogans reminding our young people not to be litter fiends.

Says David: "Litter pollution is a really bad problem in parts of America. I'd hate it to reach the same state in Britain. You've got a beautiful country, so why spoil it?"

Why indeed? But even pop fans may find it a testy situation having a guest telling us what to do in our own country.

Better news is that David will be giving concerts here, too—in London and Manchester.

LONG PLAYS

Clair (CBS).—Sweet and mellow. Another album of hits in the distinctive style of Ray Conniff and his Singers.

Mouldy Old Music (Decca).—With this title you'd say Lieutenant Pigeon is over-critical. But it's good news for the group's fans. Smock in the hit parade mould.

Sloppy Seconds
(CBS).—Dr. Hook
and his lads put themselves up as musical message makers. The pattern
becomes awfully pretentious.

AHART BLAVO