

As Adult-Not Teenybopper Idol

David Cassidy Seeks Star Status

By MARILYN BECK

David Cassidy has a master plan for his future: the transition from teenybopper idol to mainline entertainment star.

"I've already begun during this past six months to make my music more sophisticated and I'm happy that I'm starting to draw some older people to my shows now."

But what will this do to his role as the eldest teen-age son on "The Partridge Family" TV series? How can the series fit in with the more sophisticated plan for his future?

"I'll be leaving the series," he says simply. I can't stay forever. I'm growing up, and though everyone involved with the show acts as if they're afraid to discuss the fact, it is happening, you know."

It is indeed. David Cassidy still sports a Prince Valiant hairdo these days, but that is about as far as he wants his "white knight" image to extend. Consequently, "Suddenly, I'm Peck's Bad Boy." The casual shrug and attempt at a smile can't hide the fact that he is upset over some people's inability to realize that he is a 22-year-old adult, not the teen-age TV character he portrays.

What has shaken up some of those involved with Cassidy's career is a recent Rolling Stone article which quotes him on his experiences with drugs and quotes girls on their experiences with him.

Cassidy grinned, recalling one young woman's description of his prowess in bed. "I thought that was flattering. In fact, I didn't think the overall article was as terrible as some people made out. It had a sensationalistic approach, but it was generally factual."

He did take exception to one aspect — his attitude on narcotics. "They made it sound like I condoned drug usage. I don't! Sure, I expe-



DAVID CASSIDY

... change in image

rienced around when I was in high school — just like everyone else — but I'd never advocate the use of any drugs to anyone. It's something you have to make up your own mind about. For me personally, I did it and I'm glad — now I know it's not where I want to be."

Where David Cassidy does want to be is at the top of the show business heap for a long time, and he realizes that to stay there he's got to broaden himself and the extent of his appeal.

"It's going to be rough. I'm prepared for the worst — a lot of people aren't really ready to accept the change. But I'm confident I will overcome," he says confidently.

He is also confident that, by his own definition, he is the hottest entertainer in the business today. "Elvis Presley," he says as if explaining Over-The-Counter stock listings, "he can sell-out any hall. He can always pull a crowd. But his last 10-12 records have been stiffs."

He continues, "Me, I've cut a dozen records in the last 20 months — and 11 of them have turned out to be over-a-million best-sellers! My total record sales since "The Par-

tridge Family" started: 18 million!"

David Cassidy knows the figures and quotes them. Moreover, he is no cardboard cutout to be propped up on a stage or before cameras while others in the background manipulate, program and mastermind his career. His manager was with us during this luncheon interview, but Cassidy did the talking, supplied some of the more impressive details of his concert tours.

"We sold out in Madison Square Garden three-and-a-

His First Graduation

Mike Nichols, Academy Award-winning director of "The Graduate," which will be re-introduced to moviegoers all over America this summer, attended his first graduation and received his first degree, an honorary doctor of letters — at the University of Rochester's recent commencement exercises.

"I don't know very much about graduations, except what I've seen in the movies," quipped Nichols, explaining that he had attended "a very progressive high school which didn't have graduations," and then went on to the University of Chicago, "got distracted and never quite graduated."

half days after the tickets went on sale. In the Houston Astrodome in March we drew a crowd of 56,723 — to two matinees the same day. We also broke attendance records at the Garden State Art Center in New Jersey."

He nodded, "I'm on the road practically every weekend and I plan to keep up that load all through summer, going into Chicago July 29 and 30. Then, in September, I'll probably appear in England where my record, "Could It Be Forever?," is now number one."

And so goes David Cassidy, Number One Commodity of the Year. But he knows it can't go on forever — not unless he can make the transition from teenybopper idol to mainline entertainer.