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David Cassidy says he is probably going to quit the Partridge Family TV show. In a frank interview in London, Cassidy said: "I'll probably stay another year. Then I'll branch out more into play acting — that's what I really started doing.

"I haven't had that much opportunity in the Partridge Family to stretch my muscles so to speak. It's given me more flexibility but I haven't really had the opportunity to act."

As every bubble-gummer knows, David Cassidy has been the subject of an intense merchandizing campaign, involving everything from dresses and coloring books to lunch boxes and paperback books.

Cassidy says he feels like he is being exploited. "I had my housekeeper go to the store and I asked her to buy a certain kind of cereal. She came home and there was a

huge picture of me on the back.

"It seems ridiculous. I can't even eat a cereal without seeing my face on the back.

"That bothers me, I'll admit. Not because I'm not making any money but because I feel the public is being cheated."

Cassidy claims he has no control over such merchandizing. "I signed a contract a couple of years ago as an actor with Screen Gems, who always controls everyone they have. They control the merchandizing on the television show.

"I'm sure I get more money from the merchandizing than the other actors, but it's so little that it doesn't really matter. I'd just as soon give it away. Not take the money. I'm sure Screen Gems wouldn't — they made \$100,000 just on bubble gum alone."

Such are the fortunes of bubble-gumming.