



DAVID CASSIDY: WILL HIS FANS APPROVE THE NEW ADULT IMAGE HE SEEKS?

Cassidy Fights his Image

David Cassidy wants to change his image. The 23-year-old singer, irritated that relatively few of his fans are beyond the age of 14, wants to record more mature songs and to work in more adult entertainment.

A TV bit-actor before he became a regular on "The Partridge Family," Cassidy has sold more than 10 million recordings in the past year. Overnight, an industry devoted to separating little girls from their allowances developed around him.

Anxious to earn a fortune, Cassidy agreed to let his voice be electronically altered so that it would sound higher and therefore

younger.

But now Cassidy is changing. He's fired his public relations man, discarded his record producer: in short, is breaking out of his profitable cocoon. A few months ago, on tour in Europe, he hit the nightclub circuit, smoked cigars, drank wine, lived it up as befitting his age.

"It's been difficult," he says, "projecting an image which doesn't coincide with my age, outlook, taste, and interests."

But it's also been tremendously profitable. Cassidy is deeply invested in Hawaiian real estate, recently bought three racehorses is financially secure for at least the next 20 years.