

FANS PRICK

CASSIDY

BUBBLE

DAVID CASSIDY, who is to perform in Auckland soon, is the fallen hero of the teeny-bobbers in America says the Washington Post.

The 20 million or so five to 15-year-olds who worshipped faithfully for four years are growing up and growing bored with his bland, pretty-boy style.

And David Cassidy, at 23, it seems, is growing too old and too tired to care.

He has announced that he's leaving the "Partridge Family" television series that launched him into stardom. He has also said that he "wants to live a little," build a house in Hawaii with friends, and prepare new material and a new style for his next world tour.

It may be something they aren't prepared for, he told the Post. "They may be expecting me to come out in my little Partridge Family white suit. But it's going to be much more of a show. I never wanted to be the only one on all the time. It will have other people in it. It'll be a sort of musical comedy song and dance kind of thing — like a two-act play with me in both acts."

However, New Zealand is not likely to see this new style. The bubblegum music phase and Cassidy in particular, is doing fine outside the US but here, the multi-million dollar industry is in a slump.

Cassidy's last album did not make it into the charts. It contains songs like "Bali Hai" from "South Pacific" and Peggy Lee's old hit, "Fever" — an indication of where the pop star, better known for "I Think I Love You," is going. That record, by the way, sold 5½ million copies in 1970.

It is not only Cassidy who is succumbing to the fickle adulation of teeny-boppers. Other famed exponents of the shmaltzy bubblegum style are losing popularity and undergoing important changes.

Two of the Jackson Five, for example, married last year. Donny Osmond, of the hysteria-rousing Osmond Brothers, suffered the misfortune of a breaking voice. The latest Osmond Brothers' record only reached number 58 on Billboard magazine's chart. Once they had merely to release a record to secure a place on the top 20.