

Sticky time for 'bubble-gum' musicians

David Cassidy, who is to tour New Zealand soon, is the fallen hero of the teeny-boppers in the United States.

The 20,000,000 or so five to fifteen-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.

New Style

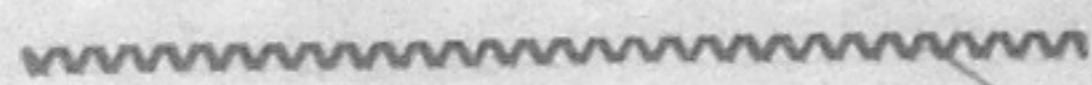
He has announced that he's leaving the "Partridge Family" TV series that launched him into stardom.

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.

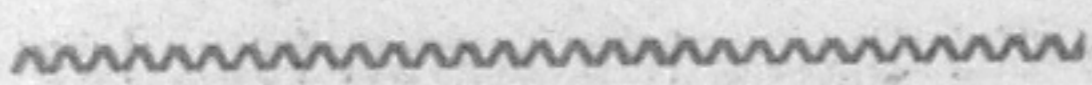
"It may be something they aren't prepared for," he said.

"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



By Adele Horin
In New York



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, Australia and New Zealand are not likely to see this new style.

The "bubble-gum" music phase and Cassidy in particular are doing fine outside the U S 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.

It is not only Cassidy who is succumbing to the fickle adulation of teeny-boppers.

Other famous exponents of the bubble-gum 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.

Another indication of the industry's slump is the declining sale of fan magazines.

"This happens now and again," Gloria Stavers, a teen magazine editor said.

"I really can't explain it," she said. "All I know is that basically my girls are bored with Donny Osmond."

Another teen magazine editor, Chuck Laufer, has a theory that teen idols have a two and a half year "flush" period and that the current depression is due to Donny's and David's cycles winding down at the same time.

Jackson Five manager, Jack Nance, said:

"The screamers in the first row four or five years ago are now 18 or 19 and married. They aren't buying records."

Worship

And today's youngsters are not about to worship a second-generation idol.

They are waiting for one of their own.

The adults who master-mind the bubble-gum business are busily looking around for other fresh-faced kids to mould into pop-stars.

But the retiring champ, Cassidy, has a few words to the up and coming stars.

First about the industry:

Contrived

"I don't want to put anybody down — there are worse things — but what they do is, they think they can make anybody a star.

"It's all contrived. In my case they made me a white knight. Nobody's that wonderful. When you get down to it, it's a money-making proposition."

On the best attitude for the new teen idol to adopt, he said:

"Approach the whole thing with a sense of humour. You've got to maintain your self-respect and draw lines. Otherwise they'll own you.

She is Marie Osmond, 14-year-old sister of the Osmond Brothers.

Hopefuls include Andy Williams' twin nephews, and, for the first time since Annette Funicello, a girl is striking out for teeny-bopper stardom.