

He needs credibility, not money

David Cassidy has had it with junk

United Press International

So the world has lost another mechanical pop star and gained — well, just what it has gained remains to be seen.

"I suppose they looked at me as someone who wasn't grateful for just having the opportunity to make any kind of record or for being wealthy at 21. They felt it should be enough, but it wasn't. It was okay if you wanted to make junk. But it's not okay if you're making junk and you have aspirations of doing more."

The speaker is 25-year-old David Cassidy, the baby-faced singer who rode a mindless TV situation comedy called "The Partridge Family" to a carefully concocted pop stardom. Now he's trying to break from his old image.

To Prove Artistry

"Credibility is the whole point," says Cassidy. "At this point I ain't working for money. I happen to be in a very fortunate position — a luxurious position — where I don't have to work for money. I'm making records for the first time to reveal who I am as an artist."

The vehicle for bridging this particular credibility gap is a new album, "The Higher They Climb, The Harder They Fall" (RCA APL 1-1066), which describes the rapid rise and even more precipitous fall of a pop star. Despite Cassidy's own admission of his present "luxurious position," he insists that there's more autobiographical truth than fiction in the tale, which climaxes with a dialog between the hero and a hobo, sharing a bottle of cheap wine on a park bench.

"A lot of it's tongue-in-cheek, obviously," says Cassidy. "But understand that it's coming from someone who's gone through an incredible fall, emotionally. I went through a loss of identity, because of the merchandising, the comic books, the fabricated image of that television show."

Pokes Fun At Self

"The Higher They Climb" is no work of art, but it does have its bright spots, one of which is the previously noted dialog, called "Massacre at Park Bench," which shows that Cassidy is at least not afraid of making fun of himself.



BUBBLE GUM'S DAVID CASSIDY

... "The Higher They Come, the Harder They Fall"

There are also three pretty good tunes on the album, one of which ("Fix of You Love") was written by Cassidy. Best of the lot is an old Beach Boys song, "Darlin'," nicely reworked with the help of Flo & Eddie, who used to be the Turtles. Finally, there's the single, "Get It Up For Love," which features such luminaries as Richie Furay and Carl Wilson on backing vocals.

Cassidy has no illusions about establishing himself as a solo artist on the basis of a single album. And he plans no personal appearances until a new audience has been found.

May Tour Again

"I couldn't do any of those old hits," he says. "It would be like doing somebody else's songs, but it'll take time for people to reevaluate me as an artist, a writer, a player. Two or three albums from now, if the experience changes and there is an interest in me, then maybe a tour."

And if it doesn't work out — well, at least David Cassidy doesn't have to worry about ending up on some park bench.