



DAVID CASSIDY: No room to compromise.

David Cassidy Tired Of Sweetie Pie Image

"I would sometimes get sick to my stomach, seeing myself plastered all over billboards, bubblegum cards and TV, I was merchandise, a fabrication made up by businessmen and totally overlooked as an artist with any real talent — the fans couldn't see it because they were overwhelmed by the hype. It was very frustrating."

Speaking is the all-new 1975 model David Cassidy. Dimples and sugar belying his 25 years, he is no longer the national sweetie pie able to stampede herds of swooning adolescents.

"I knew I would never get beyond the role of Keith Partridge if I didn't stop contributing to that image," Cassidy explained. "So I cut it all out: I quit the TV show, I stopped touring, I wouldn't do any interviews and I wouldn't let any *Yan* magazines take my picture."

To get beyond that image, Cassidy took refuge on his horse farm in Hawaii and commuted between there and his Los Angeles abode.

"I tried getting back in touch with myself. Once I stopped feeding that money machine, I felt better instantly. I felt more creative," he said. So creative, in fact, that he and ex-Beach Boy member Bruce Johnston collaborated on Cassidy's first album since his sabbatical called "The Higher They Climb."

"I realize it will be difficult for people to accept me as a serious musician," he says, "but after one or two albums, they'll begin to acknowledge that and not treat me strictly as a bar of soap, something created and sold."

Cassidy said he won't even consent to any concert tours until after he's established himself in this new light: "It's too soon to tour now. If I appear anywhere, the fans of a few years ago are bound to show up and drown out anything I do."

He is planning to appear in a movie but won't give any indication as to its subject. "It's like nothing I've done before," he says. "Everything is new, now. There's no more room for me to compromise."