

CASSIDY

Reflections on a cereal box, and doubts in the Family

PRETTY AND PLASTIC, the archetypal bop-rock pin-up boy. Such is the "thinking rock" freak's evaluation of David Cassidy.

Cassidy in popular legend is the computer kid, programmed to say the right things at the right time; someone who's signed up to the hilt with instructions on what material to release and how to conduct himself on interviews; someone who's only desire is to keep the legions of customers satisfied.

In the conception of Darling Davidland, everything is hunky dory all the time.

Certainly Cassidy looks the part — virtually every photograph sees him flashing off toothpaste ad. teeth.

Most available material on him in Britain is fed through the teeny bop magazines, which are hardly likely to kill the goose that lays the golden egg by slating him in print.



By **JULIE WEBB**

His fan club in Britain is booming and with London Weekend about to start showing "The Partridge Family" series on television, Cassidy-mania may not have reached its peak.

CASSIDY HOWEVER is an individual — who, it may come as a surprise to discover, doesn't fall into the neatly plastic image so many have mapped out for him.

Certain aspects of the Partridge Family, mainly the merchandising side, don't please him one bit — and as for his loyalty to the series, he informed me that he'll

probably quit the show in a year.

"Let's see — it's renewed with every show, every year. I'll probably stay another year.

"Then I'll branch out more into play acting — that's what I really started doing.

"I haven't had that much opportunity in the Partridge Family to stretch my muscles so to speak. It's given me more flexibility but I haven't really had the opportunity to act."

When Cassidy first read the Partridge Family pilot script, it seems he wasn't too happy with the project. I asked why.

"Mainly because it was something I hadn't done before. Most of my previous stuff had been dramatic work — I really hadn't done situation comedy before. The Partridge Family is a good show for what it is — it's certainly been good for me."

I asked him if he was aware that commercial television in Britain had taken up an option on the series mainly after heavy pressure from his fans.

"Yeah, but I don't think the show was a success the first time it was shown, and I really . . . well I really don't know . . .

"Maybe the time is right now because of my emergence in Britain, but I don't think the series is really the kind of show people in Great Britain would pick up on.

"It seems like a ridiculous kind of show which is America and coca cola, you know . . . I'm sure American shows can be successful in Britain, but the fact that it wasn't successful the first time is a kind of indication to me.

"It seems like a ridiculous thing to do now . . ."

I gather that there's quite a large amount of merchandising tied up in America around the Partridge Family and yourself?

"Yeah. Everything from dresses and colouring books to lunch boxes and paperback books."

DID HE ever feel he was being exploited?

"Sure."

By who?

"By people who put me on the back of cereal boxes. I had my housekeeper go to the store and I asked her to buy a certain kind of cereal. "She came home and

BABY, DON'T...

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