

LET'S ROLL BACK...

THE BAY CITY ROLLERS' OWN HISTORY OF POP ★ PART 20

Hi Everyone!

Betcha some of you were wondering if we were going to look at **David Cassidy** in our history of pop. And as you can see — we are! David was on **SHANG-A-LANG** the other day — and he's certainly changed his image from the heady days of the early seventies. David feels that until now he hasn't had the chance to prove himself as a singer. Sure, he's been a star, an hero, an untouchable superman — but he feels that, until very recently, he hasn't had a fair chance to develop and do his own thing.

And with his single "I write the songs" David has come a long way from "I think I love you" which was the first single he recorded with the **Partridge Family** back in 1970. David was born on 12 April 1950. Both his parents were in showbusiness, and it was only natural that he should want to follow in their footsteps.

He did some acting work, even a little filming before his big chance came. That was when he was cast as the 16-year-old Keith Partridge in an American Television serial. The TV company had already made a very successful series called 'The Monkees', and had decided, rightly, that the time was ripe for another TV group. So they formed a family — a singing family. The Partridge Family was born, and to tie everything up nicely, Keith's mother in the programme was David's stepmother in real life.

The Partridge Family's first record was released just before the TV programme hit the airwaves. And it sold six million copies! After that, all the Partridge Family records zoomed up the charts — "It's one of those nights", "Breaking up is hard to do" and so on.

And in fact, although David didn't break up with his 'Family', it wasn't long before he was branching out on his

own. Just like the Monkees before them, the Partridges had become even more successful on record than they were within their programme. And with "Could it be Forever?", which was released in Britain in 1972, it became obvious that David was the biggest success of all. The immediate rise through the charts of his album "Cherish" underlined the fact that he was now a superstar.

Soon, concerts followed — and pandemonium resulted! In America his fan club was swamped with letters from all over the world. David couldn't leave his hotels in safety — and once when he came to England to do a TV show, he only ventured as far as London Airport — he sang his songs from the runway. It was safer and easier that way.

David found the hassle all too much. If he wasn't in a television studio, or a radio studio, he was in a recording studio, or being interviewed. He lived in a succession of hotel rooms, out of a suitcase — and even his many gold records couldn't make up for it.

He once said: "There'll be a time when this whole thing will be over. I won't do concerts any more, I won't wake up in the morning feeling drained ... I've had to sing when I was hoarse ... I'll feel really good when it's over ..."

So is it over? In a way it is — David now records the songs he likes in the way he wants. He can take his time, and get the help of his friends and the people he respects (he's recently had the Beach Boys helping him record). And David is now more relaxed. On **SHANG-A-LANG** he was calm, not uptight.

But in some ways it's not over. You can't keep a good star down. And if you don't believe us — the proof's in his latest single — the one by the new David Cassidy. It's another big hit.

Keep on Rolling!

