

David Cassidy Sings At River Festival

The David Cassidy concert at the Mississippi River Festival Saturday night was an easy success for the singer, television star and idol of the pre-teeny bopper set.

Miss Sherry Daman of Fairview Heights, Ill., gave the singer a white embroidered pillow in memory of his dead dog, Kula, when Cassidy arrived resplendent in silver boots, a leather jacket and a stockman's hat.

But it was a tough show for William Bartelne, an official David Cassidy vendor, who greeted about 5000 guests like a carnival barker even though officials said they had expected 8000 to 10,000 to attend the concert.

"Hey, right over here," Bartelne shouted in a deep, husky voice. "Step right into the David Cassidy souvenir shop."

Seven young men stood behind two card tables hawking souvenir binoculars for \$1, color posters for \$2, programs (mostly black-and-white pictures) also \$2 and "I Love David" buttons for \$1.

The price of buttons apparently has come a long way since "I Love Elvis" buttons went on the market for a quarter back in the fabulous fifties.

It was the first concert at the festival this season where merchandise was peddled by an artist's staff inside the concert grounds. Southern Illinois University prohibits vendors from selling during performances.

"All groups ask for selling privileges," said Lyle Ward, the concert manager. "We have always refused. It's tasteless.

"We've permitted half a dozen other groups to give their sou-

venirs to our food service people, who sell them. But when Cassidy's crew arrived, they had such a bulk of material that we couldn't handle it."

Ward allowed the vendors to sell only at the two tables. The festival got 50 per cent of the profits.

"It was a mistake," Ward said. "At least we didn't allow them to sell in the lawn area and under the tent (where the audience was sitting.)" Bartelne grumbled about the restriction of sales to the two tables.

The hilltop location didn't discourage Cassidy's devoted fans, most of whom were girls of elementary-school age. Jennifer Funkhouser, 11 years old, of Collinsville, took \$2 out of her beaded shoulder bag to purchase a program.