

AND THEN THERE'S David Cassidy. We all remember the heartthrob of Bubble-Gum City. Well, now that his Partridge Family days are behind him he's decided it's time for a new image. And, of course, the new image is one of serious, mature musicmaker.

To enforce the idea, Cassidy changed labels, brought in heavy-duty talents like Beach Boys Bruce Johnston and Carl Wilson, drummer Jim Gordon, ex-Poco Richie Furay, and others, and wrote highly serious notes on the credit sheet in his new album.

The album's called "The Higher They Climb, The Harder They Fall," an obvious reference to his days of extreme popularity with the pre-puberty set.

While Cassidy does try, he just doesn't succeed. One casual listener who overheard while I was first playing the album, said, "That's David Cassidy isn't it?" So much for the new image.

The album is grossly over-produced and pretentious. It's also dull. The music sounds as plastic as the plastic on which the grooves have been cut.