

Meet the clothed Mr. Cassidy

DAVID CASSIDY, star of TV, stage and records, is well on the way to repeating his American success story in Britain. In fact, talking to his fans, you're led to believe he has already conquered this part of the world. Certainly this belief is strengthened by reports of wild airport scenes when Cassidy flew in for a week in February and by the recent picketing of the BBC by several hundred fans eager to see "The Partridge Family" back on the telly screen.

DEEPLY DELVED

Whether you choose to think such incidents are publicity stunts or not, it would appear Cassidy is a considerable force, if only by virtue of his latest single, "Could It Be Forever," reaching number two in the charts, whilst his "Cherish" album jumped ten places to number eight in the album chart. Someone has to be buying the records!

Up until May this year, it was easy to define the appeal of this 22-year-old, fresh-faced, all-American boy. He was every Mum's ideal son-in-law, every young girl's dream-boy. No matter what colour the glossies told you David's hair, eyes, underwear or whatever was, it all came out sparkling, virginal white.

INTERVIEW

In May, Rolling Stone magazine delved deeply until they discovered some "dirty linen" which they exploded in a five-page article, plus middle and front-page near-nude pin-ups. Down crashed all the myths, carefully built up by the teen mags. David was now an intelligent, sensual "head"—vulnerable to the heavy pressures of showbiz life, aware that his life span as an "idol" was short and fairly unimportant as opposed to his development as a human

being. But how have the fans reacted to this "alternative" David Cassidy? I asked his former fan club president in Britain, Pat Wallace:

"I can only judge David from the way he treats me personally. I find him to be a perfect gentleman — he never even swore in front of me. Of course, I realise he would probably speak differently to another man and it was a man who did the Rolling Stone article, but I think it may have been 'coloured' a little in order to make it more sensational. Some of the quotes from magazine people and such-like seemed foolish and I can't believe they would have said what they did, knowing it was going into print.

"When I first met David, it was to do an interview and I remember he was very tired. He told me not to take much notice of what he said, considering how he felt at the time. Perhaps Rolling Stone got to him during a particularly low period and he said a lot of things which gave a very one-sided view of him."

That this happened is quite on the cards, but at least we now have a more balanced view of what used to come across as another U.S. money-making machine.

Of course, as long as his "name" continues to mean hard cash, the fans will win their battle to have "The Partridge Family" repeated on television; they will continue to claw and bruise him when he appears publicly; they will choose to overlook the "nasty" side of their idol, as outlined in Rolling Stone.

IDENTITY

Meanwhile, through all the shouting and clamouring, David will continue his search for his own identity and one day the real David Cassidy will stand up and he'll still be a star. You see, the secret of his success doesn't depend on his "image" — he just has a whole lot more charisma than the next man!



DAVID CASSIDY ... NUDE PIN-UP.

ARGENT
NEW SINGLE
TRAGEDY

Argent's "Hold Your Head Up" needs no introduction. Their follow up single 'Tragedy' will be in the same category. Quite simply it is a superbly produced, high-energy rock masterpiece. And naturally a lot of people will want to add it to their collection.

EPIC 8115



PARTRIDGE FAMILY ... BACK ON THE TV SOON?