

# NEW-LOOK CASSIDY WANTS TO DO IT HIS WAY!

By TONY FAWCETT

DAVID CASSIDY —  
TV WEEK's star  
King Of Pop guest —  
has reached crisis point  
in his career.

The superstar singing idol  
of millions is undergoing a  
giant identity problem.

At 24 and a millionaire, he  
has tired of the screaming,  
clothes-ripping adulation of  
his teenage fans.

He has plunged himself in  
to an emotional and self-  
initiated battle to "find" him-  
self.

It's a battle he is prepared  
to wage for up to two years.  
When it is over, he is hope-  
ful of being accepted for his  
own talents as an adult per-  
former.

The next year will proba-  
bly see him doing little ex-  
cept recording.

"He knows he's at the  
transition point and ideally  
he would like to progress in  
to a second stage of his  
career like Neil Diamond has  
done," said one of his col-  
leagues.

"It's not an easy step and  
he knows it. But he's a de-  
termined person and with  
luck he will do it."

"In two years we will  
probably know the result.  
Till then it's a case of wait  
and see."

In Australia many of his  
young fans were shocked and  
disillusioned by his short-  
cropped hair.

But the hair, to David, is a  
deliberate and calculating act  
of individuality. It is his de-  
flant statement that no  
longer will he conform to the  
stereotype image of a pop  
idol.

"I think it's time," he said.  
"The image I was launched  
in wasn't me—I was playing  
the part of a 16-year-old  
when I was 20."

Already he has rejected of-  
fers for live concerts and will  
now devote himself entirely  
to recording.

He is about to sign with a  
new record company and in  
future will record what he  
likes and not what pop chart-  
orientated executives decide  
the teenyboppers should  
have.

"I have been really un-  
happy in the situation I was  
in," he said. "It was a bad  
stifling scene."

"The reason I stopped tour-  
ing was because it really in-  
hibited me a lot."

But while David seeks  
every opportunity to open  
new sides to his career he is  
wrecked by fears that he is

betraying the teenagers who  
accepted him and helped  
make him what he is.

As a defence, he spends as  
much time as possible in pri-  
vate and away from the glare  
of publicity. He knows well  
that the future of his career  
hangs in the balance.

In particular, he is bitter  
at the way he was moulded  
and manipulated by the Par-  
tridge Family producers in to  
becoming a pop idol.

"I just signed my name on  
a bit of paper and that was  
it," he said.

Looking back, it appears to  
him as "a money-making  
proposition" and "all basic-  
ally dishonest".

Now David wants to make  
it on his own merit.

Much of his time in Aus-  
tralia was spent alone in his  
hotel room writing songs.

"He just wants to write  
and not be pressured in to  
doing things," said a close  
friend. "He's sick to death  
of the whole thing and just  
wants to be left alone and  
to relax."

"He's a bit mixed up and  
needs time to sort things  
out."

Many of the pop singer's  
acquaintances date his  
changed ideas to the day  
earlier this year when a 14-  
year-old girl was crushed to  
death at one of his English  
concerts.

The death came during a  
world tour by David and to-  
day he admits it still weighs  
heavily on his mind.

Shortly after he announced  
his touring days were over  
for good.

"The business has taken a  
toll on me and it no longer  
means enough to me," he  
said.

But his show-business am-  
bitions are far from dead.

The son of actor Jack Cas-  
sidy and actress Evelyn  
Ward, he has always had an  
affinity with acting.

He started singing when  
asked to "have a go at it" by  
the Partridge Family pro-  
ducers and he became an  
overnight success.

He is keen to continue as  
a singer but desperately  
wants to do things his way  
for a change.

There are plans for movies  
and he is anxious to break  
away from the syrupy clean-  
cut American kid image  
which was tailored for him.

"From now on I'm taking  
control of what I do," he  
said. #

