

D A V I D C A S S I D Y

On the one hand there were Partridge records being released and selling very well, and on the other side, there were even greater sales of records sold in his own right. The records totted up millions of sales and included such international hits as the classic 'Could It Be Forever', 'How Can I Be Sure', 'I'm A Clown', 'Daydreamer' and the Bruce Johnson composition, 'I Write The Songs' which went on to become Barry Manilow's semi-signature tune.

A substantial number of his records reached 'gold' status, which resulted in numerous sell-out tours around the world, hordes of screaming teenagers, and an abundance of exposure in countless publications throughout the various countries world-wide.

David Cassidy appeared on Weetabix boxes, Cornflake boxes, shirts, T-shirts, T.V., buses, jackets, dresses, bubblegum cards, and a plethora of merchandise was made available with him being featured on it.

He was a success and at the age of 21, he was a millionaire.

Moreover, superstardom is not everything as Cassidy knows only too well, having experienced the pitfalls and trappings that the level of success reflects. It must be stressed that the Partridge Family was not a true reflection of his own musical taste; consequently the image he portrayed and the music he projected was not him. The 'wholesome American boy next door' was as a result taken seriously; David Cassidy the artist was not. The outcome of this was that he became insular and somewhat artistically stifled, partly because he was involved in so many recordings that neither represented nor indicated his own aspirations and partly because his isolation became cause for great concern.

The concern was so intense that at the age of 24, David decided he should retire from showbusiness. Fortunately he was in a position to do so and RCA his record company unwillingly agreed, much to the dismay of his millions of adoring fans.

What followed was a period of reflection, re-thinking, re-adjustment and experimentation. David