



# David Cassidy

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old trick, new dog  
by birgit moenke

Although David Cassidy did not have a model relationship with his father – his dad left both David and his mother, actress Evelyn Ward, when David was just 3 ½ years old – something Jack Cassidy said to his son definitely stuck.

"Some day," actor Jack Cassidy told his son, "when you walk away from this [referring to David playing to packed stadiums the world over, such as Wembley stadium where this conversation occurred] and create something else, it's going to become very difficult for you. I want you to remember this: talent will survive. And you've got it. You have the thing that everybody wants to have, and that's a gift. I have it and you have it." (David's Australian Tour 2002. The Sun Herald. davidcassidyfansite.com)

The words of Jack Cassidy, who tragically lost his life in an apartment fire, have proven to be true. After more than three decades of performing, David has clearly taken his father's words to heart. "The main principle my dad instilled in me was to tell the truth, and in work, never give anything less than your best," David reveals, adding "finish the job and do it right." (Ewing, Sarah: David Cassidy, 'I've Been Driven to the Brink of Bankruptcy – Twice. www.telegraph.co.uk)

In so many ways, David Cassidy did everything right. Not only was he the world's highest paid live entertainer with the largest fan club in pop history – bigger even than Elvis's and the Beatles, he had his own magazine with his face on the cover of each issue long before Oprah did, and he became the first personality to be merchandised globally. David Cassidy could be found literally

everywhere: on posters, lunch boxes, cereal boxes, etc. – making it effortless to sell out the largest arenas and stadiums the world over, breaking ticket office records at Melbourne's Cricket Grounds, London's White City Stadium, Houston's Astrodome and New York's Madison Square Garden.

But the bigger he got, the more restless David Cassidy became, hampered in many ways by the squeaky clean image he portrayed as 'Keith' on The Partridge Family Show. Compared to David, for example, the rocker Alice Cooper was "a sweet, very religious guy," Cassidy recalls, "but his image was the prince of darkness and I was the prince of light. We used to hang together and I was much wilder than him," David expands, "but because of my television show and the character I played and the innocence of the show and the time...they marketed that."

