

SUPERSTAR

BRIAN HARVEY

The most amazing thing about David Cassidy is his maturity. At twenty one most singers who arrived at the top would find superstar status going to their heads. The money, the fans, the freedom, have all in the past spoiled many fabulous singers. But they've had no noticeable effect at all on David!

His home background where his parents (Evelyn Ward and Jack Cassidy) and even his stepmother (Shirley Jones) are all show business people has given him a perfect chance to see stardom at work. To David it is welcome but not unusual. That is not to say that he is big headed, he's not. It's just that having parents who worked in films and television and a stepmother with an "Oscar" for her performance in the film "Elmer Gantry" has made him as used to that world as we might be to having to get up in the morning. In the words of a hit song—It's not Unusual—not for David Cassidy anyway.

So that's why David can take it all in his stride and come out still being a real groovy nice guy who when you meet him is just like one of your best friends.

David didn't get his first job in showbusiness though. Mum and Dad obviously weren't going to put his foot on that golden ladder, he had to do it himself! His first job was in the fashion business where although he doesn't say so himself we gather that he did something like running errands.

But the acting bug was biting deep and David obviously had talent. He earned small parts in plays and then in TV shows. The TV shows themselves were famous ones like "Ironside" and "Bonanza" and soon his acting in these was causing the telephone to ring.

But, strange to say, the 'phone wasn't ringing just with offers of more work. Editors of fan magazines were calling him to ask for interviews and picture sessions. At first David didn't welcome their pressure on him as he only wanted to be a serious actor. He couldn't see what they saw in him, he couldn't understand why they wanted his picture or even interviews.

But gradually it dawned on him that whatever the reason their interest must be a good thing for the Cassidy career. More write ups perhaps meant more acting work.

And then one day David wrote for an audition for a new TV series that was going to be made. His stepmother Shirley Jones had already been signed up but neither she or David told the producers that they were related. Came the day of the audition and David sailed through it.

The role was as "Keith Partridge" in the new series "The Partridge Family" which, if you haven't seen it, stars Shirley Jones as a young widow raising a handsome family of five who want to form a rock group and need a female voice. After a good deal of heated argument they decide that "Mum" is "it" and their first home made recording becomes the number one song in the nation.

From that point on the Partridge Family fortunes take

on a Cinderella like quality. The lead voice of the group in the TV series is of course "Keith" played by David Cassidy.

In the series the fictional group become the biggest hit makers and stars of their time and this is of course what has actually happened in real life. The records that the TV group makes (actually David and Shirley are the only two who really sing on them, the musicians parts are played by real musicians, not actors) have become enormous hits with every album and single selling well over a million copies.

David has had difficulty playing the part of Keith because David is twenty one and Keith in the show is supposed to be seventeen! Mum summed it all up when she told an interviewer "It's very difficult to play younger than you are but David looks so young that often it IS difficult to remember that Keith Partridge is an acting role!"

David too admits that the part of Keith is not his ideal idea of what acting is all about. "Playing a seventeen year old for ever could be a bit inhibiting, that's why I'm so happy to be able to sing as myself and spread around a bit" he said in London recently.

And he went on "I've a lot of ambitions. I don't want to be president of a company, or even make a million dollars, I'd just like to write and create and grow".

David is now back in America of course working on the new "Partridge Family" TV series which the BBC in its usual fusty dusty way says it "might screen" if it likes the shows.

He would like to make a film this year if he has the time and the right part comes along, one thing is sure, it would be a hit.

Hit records too play a big part in the growing Cassidy career. His first solo album was released in October in America and earned one million dollars almost before it was released! His solo single "Cherish" has sold over a million copies in America and it's a fact that every record that David has sung on has now either earned a million dollars or sold a million copies.

To cap it all he recently won twice in an International Popularity Poll taking the "Fave Person on the Scene" crown and the "Fave Actor" award as well. In the record awards race he's won his share too taking the 1971 Record World awards for Top Vocal Combination for both albums and singles.

Finally let's let you in on the fact that when David recently fulfilled his long ambition to do solo 'live' concerts throughout America everyone of the thirty two was sold right out. "Billboard" magazine even said "On TV, on Bell records and on stage, David Cassidy is a giant draw".

They don't come much bigger than David as his most recent concert at the World Famous Madison Square Garden in New York proved. Two concerts were each sold out and twenty two thousand people saw David in the one night. From it he earned his biggest ever one day pay packet, a giant one hundred and thirty thousand dollars.

We salute David Cassidy—a millionaire in the making in money and a millionaire already in record sales. We mean it and we're sure you do too when we say that it could not be happening to a nicer person.