

Wave of Teeny Adoration Sweeps the Nation

Young Fans Love That David Cassidy

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NEW YORK — If you don't believe in Peter Pan, then you probably won't understand. But there's a wave of teeny love sweeping the nation today that threatens to re-

Cassidy Here Next Thursday

David Cassidy, who recently sang to 21,000 cheering fans in Madison Square Garden, will be at the Dane County Coliseum for one performance next Thursday night at 8. Tickets are still available at the Coliseum, at all Manchester stores, Hilldale State Bank, Bank of Madison and Hansen's Meadowood Pharmacy.

place passions once reserved for Barbie dolls, tap shoes and Daddy.

The object of all this mini-madness is a five-foot, eight-inch, 130-pound child-man named David Cassidy who wears his hair down to his shoulders and sings such songs as "I Think I Love You" (5,000,000 records sold in the U. S., England, Australia and Japan). Cassidy's magic is the kind that gives the prepubescent set its first thoughts of playing hockey to get a glimpse of their idol and even maybe — dream of dreams — get his autograph!

Like Peter Pan, Cassidy made his first appearance

about two years ago by flying in through a window — the electronic window that looks in on millions of American living rooms and dens. One glance at guitar-strumming Cassidy acting and singing the part of 16-year-old Keith Partridge on the TV series "The Partridge Family" (described by one viewer as the story of a sort of rock 'n' rolling Southern California Trapp family) and it was zonk — the future mothers of America were transfixed.

Since then, with the help of savvy promoters and his own astute business sense, Cassidy has taken off like a sprite in a windstorm. He has sold more than 16,500,000 albums and single records during the past 16 months on the Bell Record label. None of the songs is anything like the one Maurice Chevalier made famous: "Thank Heaven For Little Girls. . .," but Cassidy might well be singing those lyrics to himself. Without little girls, he would not have made an estimated \$250,000 last year.

Besides his income from TV and recordings, Cassidy also derives a substantial income from concert tours which fill stadiums with ecstatic "Sesame Street" graduates. At the Merriweather Post Pavilion in Washington, D. C., last year, the management hired extra matrons for the ladies rooms to take care of girls who fainted.

The son of Actor Jack Cassidy and stepson of Shirley Jones, who plays his mother on "The Partridge Family,"

young Cassidy is modest but assured as he talks about his career.

Does he think he has arrived?

"Oh yes, definitely," he says.

But there's a faint note of anxiety in his voice and you know why. It's apparent on his chin, where the stubble of a beard betrays the fact that he can't remain Peter Pan forever. Now 21, his childhood days are numbered.

But in the meantime, Cassidy is bent on giving his fans what they want while pushing the age-range of his admirers upward.

"A lot of my records now are aimed at an older age group. I figure my fans to be 7 to 17," he says.

In a world full of sweet-faced guitar-strummers why David Cassidy? His manager, puts it this way: "There's a look to what kind of face is marketable these days. With David, it's a positive sexual quality — a youthful, clean-cut look that is threatening neither physically nor emotionally to young girls."

**"LIZA MINNELLI
IN 'CABARET' — A
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