



David Cassidy

## Cassidy show set

David Cassidy, idol of young American fans, will appear Friday in concert at HemisFair Arena. The 8 p.m. show is being presented by Joske's of Texas and KTSA Radio.

The emergence of David Cassidy as a star in the fall of 1970 can be compared in later years to the explosion of Frank Sinatra in the forties, Elvis Presley in the fifties and the Beatles in the sixties.

Cassidy was literally discovered by the younger generation after a few appearances playing feature roles on "Marcus Welby," "Ironside," "Bonanza" and others during the 1969-70 TV season. Soon after his episodes aired, stations and networks were inundated with fan mail for Cassidy. Within a few weeks, David's manager had a garage filled with fan mail for him.

Prior to the debut in September 1970 of "The Partridge Family," the ABC-TV series in which David co-stars, he made a two-week promotional tour to 10 cities in the U.S. In Chicago, the "unknown" Cassidy received hundreds of gifts ranging from Indian headbands, love beads, and letters. In Detroit, teenagers scrambled to meet him at 6:00 a.m. on a rainy morning just to get a glimpse of David entering a TV studio. Other cities, similar stories . . . David Cassidy's future had apparently been decided for him, even before the first episode of "The Partridge Family" had aired.

Despite the fact that his father is actor Jack Cassidy and his stepmother is Academy Award-winner Shirley Jones, David has achieved his place on his own. He is co-star, along with Miss Jones, in "The Partridge Family," and was recently featured in a cover story in "Life" Magazine.

Reserved seats at \$5.50, \$4.50 and \$3.50 are on sale exclusively at all Joske stores in San Antonio and Austin through Thursday, and may be charged to Joske accounts. Tickets will be available Friday only at the HemisFair Arena Box Office.