

David Cassidy—conqueror of teenage America

By PETER JONES

LONDON:

SINCE THE MONKEES' short but sensational spell of pop hysteria in the mid-fifties, there's been a shortage of pin-up heroes.

The emphasis suddenly shifted—success was based on what a star sounded like, rather

cut in a modified Jane Fonda shag, he combines the sweet-faced charm of the young Paul McCartney with the androgynous appeal of a squeaky-clean Mick Jagger."

Maybe his fans, mostly around the 12-year-old mark, wouldn't be sure about the word "androgynous", but they'd sure

I'll be able to move around a bit more freely.

"Don't forget I've been around in this business. My dad is Jack Cassidy, who has been the 'heavy' in many Western movies, and my stepmother is Shirley Jones, who starred in many Hollywood musicals—and who plays my mother in the 'Partridge Family' saga.

"I applied for the television series just like I'd auditioned for many other jobs. Now look what's happened. There are times when I feel like the object of a million girls' deepest desires... and that's a pretty funny feeling."

One thing's for certain, Dave is realist enough to know that he can't go on playing the part of a 17-year-old kid forever. "When I look 20, I'll probably be 30 and stuck away in comfort somewhere, just skiing or relaxing," he just said. All the same, he does feel he has responsibilities to all those

fans right now. He says: "Right — it's impossible that I could ever get to meet them all personally. And I'm sure not going to let each of them rip a piece off of me. But my responsibility is to work hard for them, to keep my nose clean, and be honest."

"Some of the guys who found themselves in my position, this 'image' thing, were just puppets, manipulated by guys who were into it for the fast buck. But I'm just not that sort of product."

"The money side doesn't bother me, either. Just so long as I get what I'm owed. I'm basically just a middle-class American boy. I don't have a string of cars or racehorses, and a house in Beverly Hills doesn't interest me at all.

"When the final drop comes, believe me, I'm ready for it." A useful little actor, a fair singer — and he's trying to improve his guitar playing. He's not what you might call a sensational talent. But he has the sort of face that can launch a few million sighs. And trigger off some alarming fan hysteria.

—Features International



DAVID CASSIDY

than what he looked like. But now there is David Cassidy. This 21-year-old American star of the 'Partridge Family' television series, has conquered teenage America and, judging by the scenes of fan worship outside London's Dorchester Hotel recently, he's all set to do the same thing everywhere else.

Life magazine, no less, splashed his baby-face features all over their front cover and, inside, described him this way:

"Small and slender with fine, delicate features, green eyes of childlike clarity, and hair

go along with the rest of it. The likeable David knows that he's become a big business. 'Partridge Family' singles hit the American charts regularly — and David has his own solo album out soon.

He's also acted on the Broadway stage and appeared in countless TV series as a guest star. Talk to the star of the show about how all this adoration grabs him and you hear the views of a surprisingly mature young man.

"In some ways," he told me, "I look forward to the time when it's all over. Maybe then

TROPICAL

TON: 7:00 (U)

Secret of Monte Cristo

5:20 P.M. Hired Gun

9:30 P.M. Colossus of Rhodes

RIALTO

25 WINDWARD RD. BY BRISB

TON: 7:00 (A)

Born Losers

8:20 P.M. Wild Racers

9:50 P.M. The Glory Stompers

RITZ

15 WINDWARD RD. BY BRISB

TON: 7:00 (U)

Young Guns of Texas

8:20 P.M. River of No Return

9:50 P.M. North to Alaska

CORAL (Mo/Bay) TON: (A)
SUMMER OF '42

FEDERAL (Grange Hill) TON: (C)
GRISSOM GANG

MOVIES (Highgate) TON: (U)
RIO LOBO

IMPERIAL (Sav-la-Mar) TON: (A)
WOODSTOCK

ASTOR (Sp Town) TON: (A)
MACHO CALLAHAN

DELMAR (Pl. Antonio) TON: (U)
THERE WAS A CROOKED MAN

COVE (Ocho Rios) TON: (U)
THEY CALL ME TRINITY

CREST (Duncans) TON: (U)
7 BRIDES FOR 7 BROTHERS