

David Cassidy Likes Fame And Privacy

Somebody once said of David Cassidy that he looks like a person whose high school guidance counselor predicted a future as a teen-age idol.

It's a good line and everybody in the room laughs at it—Cassidy, the interviewer, two press agents, a girl writer from Rolling Stone who is following him around for several days and a couple of people who work for Cassidy. Cassidy related it when asked whether he set out to become a teeny-bopper idol. "No. Does anybody? Can you imagine somebody saying, 'Someday I'm going to be a teen idol?' I never ever did."

But Cassidy is an idol, to pre-teens and even little girls, more than to teen agers. At his Madison Square Garden Concert, sold out three days after tickets went on sale, many members of the audience were astonishingly young—8, 7, 9, 11. Parents brought the young fry, because they consider Cassidy's image wholesome on the TV show, "The Partridge Family."

Mother In Show

Cassidy, who started as an actor, non-singing, doing mostly TV, is from a show business family. His parents, Evelyn Ward and Jack Cassidy, who were divorced when he was 5, and his stepmother, Shirley Jones, are in show business. Miss Jones plays the mother on "The Partridge Family" and member of its family rock group. Cassidy's voice and hers are heard on the five "Partridge Family" LPs; the other voices are not those of the young actors seen in the TV series. The first Partridge Family release, "I Think I Love You," featuring Cassidy's voice, was a hit and his first one under his own name, "Cherish," last October, also was a hit.

On the April 18 best-selling charts, Cassidy's "Could It Be Forever?" was No. 18, down from the previous week's high of 15 and the Partridge Family's "Am I Losing You?" was No. 44 and climbing. On the LP chart, his first LP in his own name, "Cherish," was No. 15, down from 12, where it had stayed for three weeks, and



DAVID CASSIDY

"The Partridge Family Shopping Bag" was 29 and climbing.

As a generalization, the more wholesome the reputation of the singing star and the younger his fans, the more bland are the things he says in an interview.

Cassidy doesn't say anything startling when interviewed, but he works up steam a couple of times. For instance, he says, "People say to me, 'Give our kids something to follow, something to believe in.' Everybody wants to make me the Pled Pimper and I'm not."

"Adults say, 'You have all this influence on our youth. What are you doing to save them from this wicked world?'"

"How can I tell anyone what to do? How do I know what is

his girl, and then has an unin-
vited guest; Jo Ann Pflug is a
woman doctor whose new hus-
band has to spend most of his
time in a waiting room; Eve
Arden is a mother who fears
her daughter might not get a
man because she wears contact
lenses; Desi Arnaz Jr. is a youth
who is nervous about his date.

right for them? What is right
for me is not necessarily right
for you. It's only right for me
at this time.

"Sometimes the kids them-
selves ask. They write and
want advice and say, 'I know
you'd know how to handle
things like this.' How would I?
I couldn't handle things like
that when I was that age."

Cassidy also enjoys talking
about times he has disguised
himself to get to stages where
there is no easy entrance, such
as at Atlantic City. "And I've
had to move three times in the
Los Angeles area. Kids come to
my house, which I can't toler-
ate. And they dress up as
maids and bartenders and try
to get to me in hotels."

"They don't know what to do
when they do get to the door.
They just get flustered when
they get up to me. They
haven't thought past the con-
quest. They don't know what to
do—unless they're in a group.
Then they attack."

How does Cassidy deal with
fame? "Man has learned to
deal with much heavier things
than that. There have been ob-
stacles and inconveniences but
the majority of it is just really
nice."

Like what? "It might be eas-
ier to say what I don't enjoy
from success, I don't enjoy the
loss of privacy. I don't particu-
larly enjoy seeing stars in
people's eyes. I don't enjoy not
being able to go out and hang
loose and not be noticed."

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