

# Cassidy and those star struck kids . . .

## London Express Service

LONDON—Nine-year-olds in pigtails paste his picture up on their bedroom walls and tenderly kiss him goodnight.

They dream of traipsing hand in hand with him down to the local hot dog stand and at concerts they shriek, scream, punch and maul each other to touch him.

The fan hysteria goes back to early Sinatra ... sobbing Johnny Ray ... through to the Beatles. Now the hysteria is for David Cassidy and his fans are not long out of kindergarten.

## Concert Tour

David, who is all of 22, pushing 23, is on his first ever concert tour of Britain.

"You know," confessed the current darling of prebra girls all over the world: "I feel like an old man."

He did the tourist bit last year and brought out the screamers who invaded his yacht on the Thames.

Today the young multimillionaire lives in a comfortable 1½-acre ranch style house — with pool and orange groves — high in the hills of the San Fernando Valley in California.

Cassidy's hideaway is a comfortable place, certainly not any lavish showplace.

## Big Attraction

He still looks a good five

years younger than his age and that, say his fans, is one of the big attractions.

Ruth Aarons, David's personal manager, pinpoints the Cassidy attraction rather well.

"He's certainly no superman," she admits, "but he represents masculine sex appeal as opposed to bizarre performers like Alice Cooper."

"Look," he said, "the fan magazines have been writing about me for three years and I wonder when it's going to stop. Now they seem to be doing stories about the Osmond Brothers

or the Jackson Five ... and I'm beginning to feel like an old man.

## Large Empire

A multi-million dollar empire has grown up around David.

He is trailed by an army of salesmen peddling everything from David Cassidy dresses to posters.

Cassidy says — and the bitterness comes through — that he doesn't make much money from the merchandising paraphernalia: "I have no control of that.

"The studio (Screen Gems Productions) makes

all the money out of me ... the artist rarely gets anything out of it."

## Obviously Peeved

Yet he's not quite a candidate for the poorhouse either. Last year his phenomenal earning power was close to half a million dollars.

Cassidy is obviously peeved that a big chunk of his audience is still so young.

But while the cash registers continue jangling he'll tolerate the overwhelming affection of little girls who wear braces on their teeth and still suck lollipops.

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