

# David Cassidy

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very sharp promoters and his own astute business sense took off like a spritz in a whirlwind.

His records have sold more than 17 million copies and he has incomes from TV and famous concert tours which fill the biggest halls with ecstatic refugees from the Sesame Street set.

The secret, according to his manager, Jim Flood, lies in his open good looks.

"There's a look to what kind of face is marketable these days," he said.

"With David it's a positive sexual quality, a youthful honest look that is threatening neither physically nor emotionally to young girls."

Flood recalled meeting David in 1969, when David was refusing to smile patiently and reply to the questions posed him by the teenybopper fan magazines.

"He needed reminding that his fans didn't follow him in Time and Newsweek — but almost four million of them devoured a dozen or so teen fan magazines a month," Flood said pointedly.

## Skilled Managers

For the past six years, 23-year-old David Cassidy — also known as Daru Enterprises, Inc. — has been in the hands of some of the most skilled managers in American show business.

But far from being affected by the screaming adulation of his fans and wealth he has amassed, David is anxious to remain as natural as possible.

"All these things that are written about me make me seem unapproachable," he said.

"But I'm always stressing that I'm a human being, not super-human."

For those in doubt, David was born — not manufactured — on April 12, 1950, under the sign of the ram, Aries. His astrological chart says he should possess "a youthful optimism, a youthful drive and ambition, a youthful love bright gay things, people and happenings — and also a youthful selfishness!"

The stars say David is also, "courageous, daring and has initiative, tempered with impatience, recklessness and arrogance."

As most of his weeny fans know, David's likely marriage partners are Leo, Sagittarius, Gemini, Libra or Aquarius . . .

## New York Product

On a more earthly level though, David was reared in New York and the surrounding country.

Born into a show business family, the son of Jack Cassidy and Evelyn Ward, he was only three when the footlights first caught him.

"I was taken to see Dad in a Broadway show called 'Wish You Were Here,' We had seats in the front row.

"It is still absolutely clear — the audience was applauding and when it started to die down, I yelled out: 'That's my Daddy.'"

"From that moment I was sure my future was in theater but my parents were horrified at the idea.

"I could only get them to agree to it by promising to stay at school until I was ready to go onstage," he recalled.

## Sad Day for David

But when David was five his parents marriage splintered — the saddest memory in his life.

"It was a heart-breaking experience for me — as it is for everyone, particularly when a child is very young.

"I always used to believe and hope that Mom and Dad would get together again. I hope the experience didn't affect me permanently," he said.

Perhaps David's current views on marriage were a result of the anxiety he suffered when his parents divorced.

"I am hesitant about getting married, frightened I suppose. I think my experience as a child made me this cautious," he said thoughtfully.

"It doesn't stop me dating though. Like any kid my age, I like girls."

However superstars have even more difficulty than average young men when it comes to dating, according to Cassidy.

"Everybody thinks I just sit around and snap my fingers to get them coming running," he said.

"But saddled with my name, it gets confusing."

## Girls Aplenty

David said a lot of girls would give anything to go with him because of his show business reputation.

"They wouldn't go with me for what I really am though, and that is a real disappointment.

"There is another type of girl who tries to play it super-cool, and that is almost as bad. Everything they do is a putdown, you know, they ignore me.

"It's really silly, they stand about looking bored and having a bad time."

David said his favorite girls were the honest

girls arranged their angles for the day's shooting.

A year older than David, Jen used to spend most of her leisure time with him, on camping trips, skiing and surfing holidays.

As soon as their romance began to crumble however, Jan left the television series.

David has also decided to make the break and he is currently taping the last episodes of the Partridge Family; he will appear in.

Jan said she could not take working with David after their affair had ended.

"You can't mix business and pleasure once a romance is over.

"I just didn't want to be around David anymore," she said.

"Being a stand-in is basically a pretty boring job, even though the Partridge Family was a pleasant enough show to work on."

Jan has now gone in for wilder things, she has taken a job as a woman jockey in a rodeo race team.

"David is a free agent now — the way he wants to be," she said. David Cassidy's Hollywood



DAVID CASSIDY — Teen idol relaxes at his Encino, Calif., home.

and sincere type who were enjoyable company.

"You can forget some of those smart Hollywood types who get wine and dine and then start conning people, they are not my bag.

"I just like girls I can be alone with, girls I won't have to impress."

## California Home

David lives in his own home at Encino, Calif. The spacious house is set among flowering trees in a compound protected by tall electrically operated gates.

"They are just another concession to the fame and wealth my career has brought," he said pointing at the forbidding bars.

"There are other things of course, like going to the zoo, or Disneyland. Even going to the beach has become almost impossible.

"There was a time when I would disguise myself to go out with my friends, wear a false beard and a wig, that sort of thing, but it gets very wearing."

## Closest Friends

When he is not touring, David said he spends most of his time at home with his two closest friends from school, who have remained with him.

Sam Hyman lives at David's house and is probably his closest friend, and Steve "Cookie" Ross, his guitarist is a constant visitor. "When I really need a holiday I try to duck out of sight and get away, right away.

"When you look at my program for the year you can easily see that I don't get that much time to myself.

"So when I can I go skiing, or off to Hawaii where I have some land." David said he had an urge to buy land wherever he felt happy.

"It's a wild impulse with me, like a kid in a

candy store. I see a ranch and I want a ranch, a lodge in the mountains or a seaside shack, it's all the same.

"It is sometimes a good thing that my managers are so careful with my money or I might have blown it all by now," he laughed.

## Publicity Conscious

The money is not the only thing David's eagle-eyed managers watch. They are ultra-careful that no offensive publicity which might upset his young fans and more importantly their parents, leaks out.

When he posed for a nude shot (discreetly nipped at the waist) and was reported to have dabbled with drugs, his managers were most upset.

"Grass was something that everyone tried when they were at school, it was no big deal and that's that.

"Normally my managers are pretty careful about what I say on drugs. They keep reminding me of my responsibility to children.

"Well I recognize that," he said reflectively.

"But I have a responsibility to myself.

"My views on drugs are these — if you know what they are about, what they can do to you, if you know they can twist and break you and snap your mind, and you still want to along with them. Well, man I wouldn't tell you a thing.

"Because you can go right on with drugs — if you are that crazy."

## Normal Young Male

David said he and his friends preferred drinking, and occasionally getting drunk to smoking marijuana.

"These things bug my managers, but I'm a normal young male musician and these are everyday things."

The greatest sins he commits in the eyes of his handlers are his occasional outbursts against his over-enthusiastic fans.

"You wouldn't believe how tough it gets when I'm faced with kids screaming all round me," he explained.

"I get worried about my own safety when they go wild like that. I try to quieten them and make them relax a bit.

"It's like getting down on the stage and telling them I won't disappear, or suddenly grow horns on my head.

"They get so bug-eyed that they are ready for anything and they really can't believe that I'm going to talk."

"Over a long period of time it gets annoying. They have thought it over so much that they are not ready to see me in the flesh.

"No-one could live up to that sort of build-up."

MONDAY IN the the San Antonio Express: The machine that built Cassidy into one of the biggest teeny-weeny-booper idols in the world.

# The Line Forms to the Left, Girls

The romance is over between pop idol David Cassidy and his look-alike girl friend Jan Freeman.

And the top teen star has his eyes wide open for a successor.

Jan, an attractive, wispy-waisted brunette, has even stopped working as Cassidy's stand-in on the Partridge Family television show.

"David and I were very much in love — we both thought it was the big thing," she said.

"But I guess we sort of grew apart.

"David is very into his music and his career.

"It doesn't hurt me," she said. "We're still very good friends and see each other occasionally.

"I was at his house the other day returning a sleeping bag I had borrowed."

## Once Inseparable

When the couple were together, Jan and David were inseparable.

She used to fill-in for David on the Partridge Family set while the cameramen and lighting ex-

friends agree that the 23-year-old star has changed his life-style.

"David is no longer a one-woman man," his attractive agent Susan Rounds said.

"He is anxious to meet as many people as he can while he is on tour — and that reads women as well as men."

## Playing It Cool

David, who admits he could have almost anyone of his millions of girl fans if he wished, is playing it quietly.

"Sure, I knew I could get practically any of my fans but it is not really like that.

"Firstly I find the young girls come on too strong and it isn't a real thing, and secondly a lot of the girls put on a sort of superior 'I'm unapproachable' thing which bugs me awfully.

"The type of girl I like is really a little old-fashioned.

"She must be straightforward and honest, intelligent and not too moody," he said.

"I don't think that is asking too much of any girl."