

THE DAVID CASSIDY STORY

PART 44

At precisely 8.30 p.m. on Friday, 25th September 1970, millions of viewers right across the United States were switching channels to see a new show: *The Partridge Family Show*.

The name wasn't new to them by any means. The Partridges' first single release 'I Think I Love You' had soared to the top of the American charts and had been a best-seller since early August.

In fact, it had been such a success that Bell immediately brought *The Partridge Family Album* out. It hit the market just three days before the show was aired, and there were queues of fans waiting for copies at many stores.

So, by the time the Partridges came up on the box, they were already pretty well Established, and the name of David Cassidy was fast becoming a household word. . . . At least in any home where there was a teenage girl, or where there was the slightest interest in pop music!

The general public were very interested to see this guy in action and take a look at the show that was making so much news. Which was lucky! 'Cos the Partridge Family was up against some stiff competition from other stations airing shows with really high ratings.

David realised right from the start how important it was for people to tune into that first show:

"We reckoned it was the kind of thing that folks could get hooked on. So once they'd seen us the first week, we'd be able to hold them after that. But, as far as the first show went, all we could do was pray—short of forcing entry and tuning their sets for them, that is!"

As it happened, that wasn't necessary at all. The viewers turned out to be quite capable of

finding the right channel on their own! And millions of them carried right on doing that week after week after week.

The Partridge Family took the ratings by storm. It was really something else! Nobody had dared to hope for a success on this scale, not even the folks who had most faith in the show.

Take Sam Hyman, for instance. He'd seen several previews of the pilot, and he reckoned that it had all the right ingredients for a top show. He knew both David and Shirley very well and was confident that they were two of the most talented people who could be seen on TV.

But even Sam had his doubts.

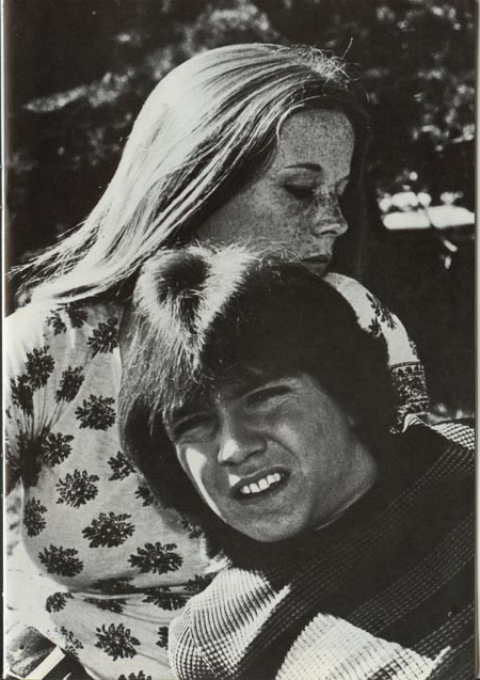
TOUGH LUCK

"When David first told me the *Partridge Family* time slot," he explained, "My immediate reaction was: Man, what tough luck! You see, I figured it this way. . . . Friday nights at that time, most young folks are out. And all the ones who were staying in would be pretty sure to be Andy Griffith fans. I mean, who wasn't an Andy Griffith fan?"

Sam was right. The *Andy Griffith Show* had been number one for years, and the new comeback series seemed all set for the top again.

Everybody loved the *Andy Griffith Show*. It just happened that they loved *The Partridge Family Show* even better!

Within a matter of weeks the *Andy Griffith Show* was cancelled. *The Name Of The Game* was the next show to go under—thanks to the Partridges! It seemed like nothing could hold them. They had demolished two of the longest-running, most popular shows on the screen. And they were ready to face any other competi-



This photo was taken during the filming of one of David's first episodes as a Partridge.