

But, as David readily admits, his Partridge period had its good side too. While it was bringing him exhaustion and neurosis, it was also bringing money and fame. 'Cos, in spite of the fact that everyone else seemed to end up with a bigger cut of his money than David himself, there was still quite a tidy little sum left over. With it David bought a house, land in Hawaii, livestock, hi-fi equipment, instruments, furniture and clothes. He wasn't the sort to live millionaire-style, but life was undeniably more comfortable than in the pre-Partridge era.

Even more important than the money, though, was the fame. David Cassidy became a name to conjure with . . . a name that made reporters throughout the world prick up their ears and hold their notebooks at the ready.

Okay, that might be a curse when David wanted a quiet evening out; but it comes in handy now that David has achieved the freedom to 'do his own thing'. Because that magic still clings . . . the reporters still flock . . . David has the entire pop publicity network at his fingertips. And, as any upcoming rock artist will tell you, that saves an awful lot of hassles: trying to get airplay for your music, trying to get your name into print so that potential record buyers will have heard of you.

David has been able to by-pass that struggle completely. He can be assured that, when he releases a disc, everyone in the pop business will listen to it. They may approach it with cynicism or a misplaced sense of condescension; but the all-important thing is that they will put that record on the turntable and be alert as they listen. So David's music is guaranteed a chance to spread its message, to be heard. That's one of the long-term benefits deriving from the Partridge phenomenon and David values it very highly indeed.

POTENTIAL

It's more or less the same story for David as an actor, too. On the debit side, the role of Keith Partridge seems to have set David into a "type-cast" mould. Most of the scripts he's been offered since he left the series fall into the category of juvenile light comedy; while what David is now looking for is some meaty dramatic role that will truly reveal his potential as an actor.

What is, in fact, really interesting is that, in talking with Cassidy fans, the conversation so often comes round to those very early guest slots David played in, shows like "Marcus

Welby", "Bonanza" and "Ironside". Again he was — as always so far — cast young. But at least the parts gave him something to get his teeth into and he turned out a series of really memorable performances.

His fans recognised his tremendous acting potential immediately and almost instinctively. It seems strange that management and agents are often slower on the uptake than the so-called "ordinary" members of the audience, doesn't it?

But David isn't the first instance of such a discrepancy in show business, and he certainly won't be the last. Perhaps it's got something to do with the fact that managers, agents, etc. always look at any actor, singer or musician in the context of that little dollar sign; so that their response to the guy is inevitably filtered, and it takes a lot longer for them to assess his artistic ability than it does for them to reckon up his selling potential.

Be that as it may, the fact remains that, at the start of his career, ONLY David's fans had faith that he'd be a great star.

Screen Gems had seen exactly the same track record as TV audiences, yet they gave David a part just as 'one of the kids' in a show originally envisaged as a vehicle for Shirley Jones and Dave Madden.

Even Ruth Aarons didn't recognise that gold had walked into her office when David Cassidy stepped in. She had some hopes for him, coupled with a liking — even affection — which sprang from her long association and friendship with Shirley Jones and Jack Cassidy. But she didn't see him, initially, as a star. In fact, it's quite on the cards that she took him on her books in the first instance largely as a favour to Shirley. Who knows?

And now it doesn't really matter how it happened. The important thing is that it did happen. Off screen David may have looked like many other young, good-looking actors. It was only when his image flashed onto the TV screen that the full impact of his magnetism became apparent.

It is that quality that made him a star as Keith Partridge and it's that quality which has — and will — continue to keep him at the top as David Cassidy.

**DON'T MISS PART 60
OF THE DAVID CASSIDY STORY
WHICH WILL BE PUBLISHED IN
THE OCTOBER ISSUE**



▲ ABOVE: David, Susan Day and Shirley Jones having a good laugh during the making of their TV series.

▼ BELOW: Danny Bonaduce was the cause of all the laughs in this episode.

