

David Cassidy's fans have an average age of 11½. They save their pocket money for weeks to see him in concert where he attracts audiences of 20,000 or more. There are 200,00 members in his fan club.

You can send away for items such as the David Cassidy Lover's Kit and Cassidy posters, bubble gum, color slides, lunch boxes, 3-D postcards, dolls, dresses and books. On sale throughout America and in Canada.

He's the biggest thing since . . . the Monkees.

Does he ever wish he were part of a group so that fan attention and affection could be divided among a few others?

Says David: "Oh yeah. I've often wished I had other people around. The Beatles weren't in my position because everything there was divided equally. When you're alone you're being watched every minute. I can't trip off on my guitar even for a few minutes. I've got to constantly try to please all those people by myself."

"The Partridge Family" in which David plays the part of 17 year old Keith Partridge is in its third year on U.S. television. When he auditioned for the role the producers didn't care if he could sing or not. They just knew his pretty face would make their series a success.

They couldn't believe their luck when they found he COULD sing.

After playing a pop star for a season, David then became one, doing solo gigs at huge stadiums. His two concerts at the 10,000 seater Garden State Arts Center, New Jersey, sold out one month in advance.

Now he says: "The adults in America are picking up on me now. The age group seems to run from 10-16 then from 25-30. A whole lot of families sometimes come to see me when I'm in town."

Did he ever fear for his life from the excesses of adulation?

"Yes. I get really scared when it gets out of control. I get scared because they hurt me sometimes, you know. Scratches and minor cuts. They're all pouncing on me.

"Apparently they love you to death. It has been very frightening at times but not too often because the security is usually very good."

Records by Cassidy himself and by the Partridge Family sell in millions, so he has more going for him than just acting and live appearances. Life Magazine reckoned he earned more than \$250,000 last year.

He's not flashy as far as money is concerned. You won't see him in Los



Angeles visiting expensive clubs. He doesn't have a fleet of cars with uniformed chauffeurs. He goes for clothes that are comfortable rather than fashionable and prefers to lead his own life rather than having a manager or press agent tell him when to smile, dance, sign autographs or answer fan mail

"I just do what I want, say what I want and wear what I want," he says with determination. "The people surrounding me trust my discretion. I'm now living in a nice house with three and a half acres in Encino, California. I've had to move three times up to now because fans discovered my address. But I love this one and I've no intention of moving again.

"There are times when I wish I wasn't who I am. Then I could visit Disneyland and the zoo. As it is too many people would recognize me. I often wish I could go out alone — but that's out of the question.

"Sometimes I've worn disguises but I feel like a clown."

When David Cassidy was five his parents, actor Jack Cassidy and Evelyn Ward divorced. Later Shirley Jones became his stepmother. She also happens to play the part of his mother in the "Partridge Family." When David finally decided to be an actor, he didn't let daddy pull any strings. He did it the hard way. He worked in theatre groups, repertory, had a co-starring role in a Broadway play, "Fig Leaves Are Falling" and got acting parts in television series such as "Ironside" and "Bonanza."

He says: "I've been really fortunate. I've been in show business nearly four years but I always sang and played guitar with my friends. I started playing guitar when I was 11 or 12 and then stopped for a while. Then about three years ago I took it up again. I play a lot at my concerts and I like to jam and play rock and roll with