

# DAVID- IS HE A PHONY

**Pretty and plastic—two of the things David Bruce Cassidy hates to be called are the two things he's most often called.**



And those who pin the first of these despised "names" on adorable David are those who love him most—namely his millions of devoted young fans all over the world! Those who pin the second "name"—plastic—on David are, for the most part, the "adult" press—who see David as the synthesis of the perfect teeny-bop windup doll, pink-cheeked pop idol. The adult press feels David has been "programmed" to do and say exactly the *right* things—specifically those things which will make the hearts of little eight, ten and twelve-year-old girls beat a mile a minute. And while accusations galore are tossed at David by rickety and envious old reporters—both in America and England—our boy just keeps right on smilin' and doin' his thing!

## DAVID GIVES UP SOMETHING

The fact of the matter is—David is manipulated not only by the press, but by those Hollywood powers that be which helped to create "Keith Partridge." When David signed for the coveted role of Keith on ABC-TV's *Partridge Family* series, he knew that there were a lot of things he would have to do that he would—well, quite frankly, prefer not to do. In other words, to get what he wanted, David had to give up something. And what *did* David want? First and foremost, to become a well-known entertainer. True, David had already done a number of quite successful dramatic guest appearances on top TV shows, but he had never had a chance to sing and he knew he might not ever have a chance to develop as a well-known actor unless he became *famous*. Aside from basically digging the premise of the *Partridge Family* series, David saw it as a means to get his singing and acting career really spectacularly launched.

## GOES ALONG

"So, I decided," David reminisces, "to go along with the game. On the whole I thought most of Keith Partridge's lines were pretty dumb, but I hoped to develop the role into a more interesting one. True, I didn't like every song I had to sing on my record albums in the beginning, but I trusted the producer's advice, hoping that one day—when I was better established—I could choose the kind of songs I personally want to sing."

So no matter what his detractors say, David just carried on—being helpful, cooperative and generally loving—which is his *true* nature. And—when on his own time, he was free to be himself and do what he darned well pleased! For instance, on a recent trip to England David was taken into a TV photo studio and asked to pose for a bunch of "cutsie" pictures with a gigantic overstuffed doggie. David didn't mind a bit when the photographer said "pucker up." David puckered up! And when he was told to smile—David smiled!

Just a few short hours later the same dashing David Cassidy was off for an afternoon's fun being driven around—in his patched Levis, silver boots and cowboy hat—in an old English carriage with two very sophisticated feminine escorts! And when nearby photographers spotted David doing *that* and said "smile"—well, David smiled!

## OUTGROWING "KEITH"

As everyone well knows, David is slowly but surely outgrowing his "Keith Partridge" image. He's not the naive kid some of his fans might think he is. And he has personally admitted, "I can't be a cutie pie teen rock idol too much longer." So don't you *dare* ever call our boy David a phony! He's laid it on the line right from the beginning—and continues to do so. Why? Because he loves and respects you and wants you to do the same for him!