

He's Simply 'DAVID'

By **JOAN ENGELS**
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Who is David Cassidy?

To a mother, he's the boy whose face covers the fan-magazines scattered about her otherwise tidy house. To a father, he's the kid on the posters in his daughter's bedroom. To older brothers, he's the guy whose voice blares out of their sister's record player "I Think I Love You" a hundred times a day.

But to millions of American girls, beginning with the 7-year-olds, he's simply "DAVID."

Cassidy bears the burden of idolatry gladly. "I was ready for it — I wanted it," he says.

His star-base is the weekly ABC-TV series, "The Partridge Family," which premiered in September 1970, is currently on re-runs and is now filming for the fall in Los Angeles.

Cassidy, 21, is Keith, the oldest son of the fast-moving musical family headed by his real-life stepmother, Shirley Jones. He got the part less for his singing talent, which nobody bothered to ascertain at casting-time, then for his obvious appeal to the pubescent — and pre-pubescent — female audience.



David Cassidy . . . 'the burden of idolatry.'

Flushed with his new-found voice and his considerable ambition, young Cassidy has now hit the concert trail. Backed by an entourage of 11 musicians, he bounds on stage in a laced-front, plunging neckline white costume totally un-

like his polite television image.

"He wears his pants tighter than Tom Jones — and for the 11-year-olds," one uneasy father observes.

Cassidy is the son of actor Jack Cassidy and actress-singer Evelyn Ward.