

Success No Longer\$: David Cassidy

HOLLYWOOD — "Success to me now is no longer dollars and cents."

So spoke a young man who could well afford to say it. He grossed more than \$1 million last year in his spare time, just working weekends. He'll probably double it this year.

And the revolting truth is he's barely 22 years old.

HIS NAME, in case you haven't already guessed, is David Cassidy, and his schtick, in case you don't read the fan mags, is thrill-throbbing America's female adolescents.

In short, he's America's newest teeny-bopper idol and currently the hottest attraction in show business.

He also happens to be the singing star of a popular television series, *The Partridge Family*, aired Fridays on ABC.

No one was more surprised than his own family when David's career took off so spectacularly. Said his stepmother, Shirley Jones: "We never knew he could sing. He was just around the house fooling with a guitar like most boys do."

AS MANY TV viewers know, David's real-life stepmother is his television mother in the *Partridge* series. In the role of Keith Partridge, David is lead singer and plays the guitar in the family's musical combo. His own records are selling in the millions, and he is generally credited with selling 98 per cent of all "*Partridge Family*" singles and albums, also numbering in the millions.

David's father is the well-known actor Jack Cassidy, but David has never traded on his family name. When he tried out for the *Partridge Family*, the producers didn't know who he was, though they had



Norma Lee Browning

already signed Shirley for the singing Partridge mother.

So that sounds like a press agent's handout? Then let David tell it.

"**MY AGENTS** heard they were casting for the show, so they sent me over to try out for one of the roles. I thought it was a straight acting role. They didn't even ask me to sing. A few days later they called me in again. I guess they got up tight when they found out who I was.

"They asked me how I would feel about working with my stepmother — if they should sign her. They'd already signed her, but they didn't tell me that. They were just trying to feel me out.

"I said I thought it would be just great working with Shirley, and they looked surprised. I guess some kids don't get along with their stepmothers, but I think Shirley's the greatest. I'm crazy about her, and we get along fine. She's been a great stabilizing influence on me."

BY NOW, with the *Partridge Family* going into its third season and "*Partridge*" recordings skyrocketing, David Cassidy is so strongly identified with the show that the real beginnings of his almost "overnight" success somehow gets lost in the shuffle.

The fact is that David Cassidy was discovered by the younger generation even before the first episode of the *Partridge Family* had aired. Furthermore, he became a teenage idol not as a singer, but on the basis of a nonsinging, dramatic role as a child diabetic on an episode of *Marcus Welby, M. D.*

That's quite a switch from the image he projects on the concert stage, gyrating in a skin-tight white jumpsuit to the shrill, ear-shattering screams and wails of what were once called "bobby soxers."