

The Face of 1970: David Cassidy



It's not often that a young man's face becomes the face of a decade. But in 1970, David Cassidy's face was everywhere. He was the face of the month on the cover of *Teen* magazine, and his name was on the lips of millions of teenagers. He was the face of the month after month for three years, from June 1970 to June 1973. He was the face of the month on the cover of *Teen* magazine, and his name was on the lips of millions of teenagers. He was the face of the month after month for three years, from June 1970 to June 1973.

First story: June, 1970

David first started receiving fan mail after he did guest appearances on shows like "Marcus Welby, M.D." and "Ironside" and, shortly after, he was signed to star in a new series, "The Partridge Family," as Keith Partridge. David was thrilled, because not only would he have a chance to act on a weekly series, but his part called for him to sing, also—something he'd always dreamed of doing.

"The Partridge Family" was such an overnight success, David became the love of girls all over the USA and, later, the world. His fan club, with over 250,000 members, was one of the largest in the world, and the records David released sold millions.

At first, he was swept off his feet by the experience. It was new and exciting and he loved every minute of his busy days spent on "The Partridge Family" set, and his busy nights, recording. His weekends were for concerts and he hardly ever had a minute free.

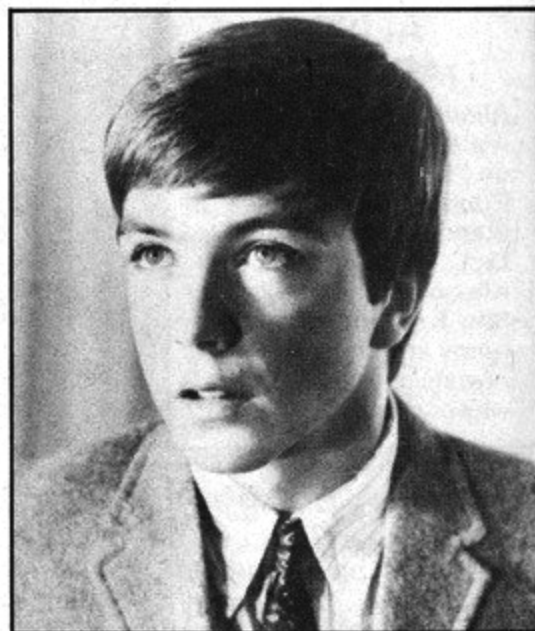
Three years later, David had discovered being a teen idol wasn't as great as he thought. He turned bitter, lost his friends, and went into seclusion. It took a young actress named Kay Lenz to help David open up again to the world and the people around him. But looking back on it today, David can honestly say it was a good time as well as a bad time.

S: *What made you decide to go into seclusion and give up show business?*

CATCHING UP WITH CASSIDY (David, That Is!)

**by Sharon Lee
Editorial Director**

For the past three years, it's been the face of Shaun Cassidy who has filled the pages of TIGER beat each month, but in 1970-1973, it was his older brother (then just 19 years old), whose face was on the cover month after month.



DAVID won the hearts of millions as a sick teen on "Marcus Welby," in '70.

THE person who turned David's life around was talented actress Kay Lenz.



D: I went through a really bad period after "The Partridge Family" went off the air. Because of the amount of work I was doing, I lost myself, my sanity. I felt robbed of my identity. Everyone wanted "Keith Partridge." They wanted that image. I wanted to be alone and decided I didn't want to work anymore. I packed up my things and moved to Santa Barbara and for nine months, I was like a hermit. When you don't like yourself or what you've become, it's very difficult to like anybody else. All my friends and family sensed that. I was irrational, concerned about the wrong things, and very bitter.

S: *Did you feel taken advantage of?*

D: Yes, I thought a lot of people had used me, made a lot of money off me and, when it came down to it, they really didn't care about me as a person, about David, what he thought and wanted and felt. They were only interested in how much money I could make for them.

S: *Did you have contact with anyone during your seclusion?*

D: Oh, a little bit, but basically I just thought about things, what I wanted, where I wanted to go, what was important to me. It was a time for reflection.

S: *Is this when you met Kay?*

D: I met Kay after I had been in Santa Barbara about seven or eight months. From that point on, it took me a couple of years to start becoming responsive to people again. To trust them. I went through a lot of soul-searching in the last years, and finally realized, with Kay's help, that life is too short to be hung up or dwell on the bad things. You get infected and suffer, and then it's time to get well. I realized I had to stop resenting the experience.

S: *Have you?*

(CONTINUED ON PAGE 87)