

# David Cassidy appearance slated May 28

Big stars may not come to town easily but they do come often under Buffalo Festival arrangements. The next attraction: David Cassidy at Rochester War Memorial, May 28 at 3 p.m.

The emergence of David Cassidy as a star in the fall of 1970 will be compared in later years to the explosion of Frank Sinatra in the 40's, Elvis Presley in the 50's, and The Beatles in the 1960's.

Cassidy was literally discovered by the younger generation after a few appearances playing feature roles on TV in "Marcus Welby," "Ironsides," "Bonanza," and others during the 1969-'70 season.

Prior to the debut (September '70) of "The Partridge Family", the series in which David co-stars, he made a two-week promotional tour to ten cities in the U.S. where he was besieged and feted by fervid admirers at every appearance.

Cassidy, who records for Bell Records, is generally credited with 98 per cent of the sales of "Partridge Family" singles and albums. "The Partridge Family Album" has sold over two million copies thus far, and "Up To Date," which is their most recent album, has already hit the one million mark and is still going strong.

In "The Partridge Family" David is able to combine acting with another love . . . music. In the role of "Keith Partridge" he is lead singer and plays guitar in the family's musical combo. Off-screen, David, a natural musician, also plays the drums. Furthermore, he is a composer and lyricist and his songs can be heard on his May 28th appearance in Rochester and on forthcoming singles and albums.