

# DAVID'S SECRET LOVE TRICKS!

WHAT IS IT about David Bruce Cassidy that makes him so truly *different* from any other boy in the whole wide world? Sure, he's got luscious long brown hair—but so have a lot of other guys. Sure, he's got sparkling hazel eyes—but then again, so do quite a few other fellows. And he's certainly got a groovy physique—not too heavy, not too thin—but there are *millions* of young guys all over the place with beautiful bods! So *what* is it—just what is it—that makes David such a separate, singular, spellbinding, heart-grabbing standout??

There's an old song that has a line in it that goes a bit like this—"It ain't what you got, it's the way that you use it"—and this seems to be precisely the way it works in the case of David Cassidy. And the way that David "*uses*" all of his assets is so personal, and yet so spectacular and bewitching, that it makes him the one boy in a million who can turn your "like" to love, turn your "maybe" to yes!

And just *how* does David work his special brand of magic? Just how is it that he weaves a spell so thrilling that none of his captives want to escape? David does it with his own secret bag of love tricks! Yes, that's right! Just like the "witch doctor" who has special secret powders to charm and bedazzle people, David has a special set of secret love tricks that render his female admirers helplessly and hopelessly in love with him. And if you ask David just what these secret love tricks are—if you ask him to explain them to you—well, he'd be at a total loss! For, you see, all of David's love tricks are something that *he isn't aware of!* They are *natural* attributes that are as much a part of him as is breathing or walking. They are not things he sat down and planned, or designs that he made to use to fascinate others. They are just simply—*the way that David really is*. And this way that David *really is* has made him quite a terrific fellow—as you probably know!

Since David himself can't describe his love tricks, *16* has decided to describe them for him—and for *you*, of course. So here they are, the things that David—all unknowingly—does that really *turn you on!*

First and above all else, **David is real!** He is more honest and more real than any young performer on the teen scene today. And this basic-ness, down-to-earth-ness and truthfulness has turned on a whole generation of young pre-

teeners and teeners. There's nothing young people dislike more than pretense, phoniness or—what they call—"plastic" things. So David is not only a part of the *real* generation—he is a moving, inspiring, living, breathing example of it, its ideals and all it stands for.

**David is super-talented!** Before he was ever famous as "Keith Partridge", millions of *16* readers had already seen David on such shows as *Ironside*, *Bonanza* and *Mod Squad*—and had already written hundreds and hundreds of letters to *16* and *SPEC* talking about this great unknown new "star" they had discovered. So, before he was famous, David's fantastic acting talent had already endeared him to a large audience. Of course, after David became "Keith Partridge" his fandom tripled, and *then* when he started releasing *Partridge Family* records on the Bell label—on which he sings all the leads—his popularity was multiplied again and again. Even if David weren't the gracious, good-looking young man that he is — his extraordinary acting, performing and singing talent would have endeared him to millions. But—add to it David's own natural good looks and—well, you have a *super-star* on your hands!

**And David is good-looking!** That's another reason he turns so many girls on. There's some stars about whom you can say, "Well, if he weren't famous, you wouldn't notice him in a room full of other guys." But in David's case, you simply couldn't say that. If David were unknown and just *happened* to be a boy who was in, say the junior class at the school you go to — well, would *you* notice him or wouldn't you? You bet your braces you would! So what more can be said—except that one of David's *super-est* secret love tricks is his dazzling good looks?!

And last of all, **David is different!** It's hard to put into words, but there's something about David — let's call it David's personality—that makes him challenging, provocative and irresistible. In the same moment that he's warm, open and friendly—he is elusive, mysterious and a loner. The same David who loves to join a crowd for a game of baseball or another sport also like to go for long walks in the mountains or along the beach all by himself. And the same carefree fellow who dates a lot of different girls and is not attached to anyone in particular — secretly dreams about a girl he never met, whom he longs to meet and hopes he can love forever. Maybe she's *you!*