

The Partridge Family's fond mama, Shirley Jones, finished singing at the White House Press Correspondents' dinner last Saturday and immediately took off for a Mexican hideaway with her personal representative, Ruth Aarons. No wonder the ladies are hiding away just south of Acapulco. Shirley, of course, is her Partridge costar David Cassidy's stepmother; and Miss Aarons is also David's personal manager.

And the talk of the show business overground is the current (May 11) issue of the underground newspaper, Rolling Stone. It features a rather effete and revealing (particularly in view of his teenage fans) David Cassidy centerfold.

The story that follows the photo is also revealing of the teen-agers' Superpuppy, and also revealing in a rather distasteful way. David's language and behavior, plus his quotes about himself and his managers, Miss Aarons and Jim Flood, and about his female fans — notably one that's unquotable in a family newspaper — are enough to send anyone into retreat. Much less an onscreen mother (or offscreen stepmother) and a manager.

The story has pop-photographer Henry Diltz and editor Gloria Stavers (16 magazine) saying David's a has-been: "Donny Osmond of the Osmond Brothers is the new idol," says Henry. It also points up the young (he's 22, going on 12) Mr. Cassidy's contempt for his fans and his outsize ego: "I AM (Self-centered)," he admits. "It works for ME. Eighteen hours a day." Nor does the profile ignore David's grab-it business attitudes: "Listen, if they're going to buy lunch boxes, they might as well buy David Cassidy lunch boxes."