

Advice From a Teen Idol

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been sort of like being divorced but still living with your wife."

David plans to "live a little for a while." He's going to build a house in Hawaii with some friends, and when he starts his next world tour soon, it will be a different sort of show.

"It may be something they aren't prepared for; they may be expecting me to come out in my little Partridge Family white suit," he explained. "It's going to be much more of a show. I never wanted to be the only one on all the time; it will have other people in it. It'll be a sort of musical comedy song and dance kind of thing; like a two-act play with me in both acts."

Like the Osmonds, David Cassidy is finding that as his audience cools off here, in Great Britain, Japan, Germany and Australia sales are starting to climb. There are David Cassidy T-shirts and Donny Osmond posters prominently displayed in the stores on Piccadilly Circus now, and each group has had "chart topper" records overseas.

Also like the Osmonds, Cassidy's latest record is a personal statement. It is also not a runaway hit.

Although he continues to crank out Partridge Family albums under the direction of producer Wes Farrell, "Dreams Are Nothin' More Than Wishes..." is Cassidy's first album with a new producer, Rick Jarrau. Half of the album cover is a picture of a dripping David surfacing from a pool, and the music inside includes songs like "Bali Hai" from South Pacific, Peggy Lee's old hit "Fever" and John Sebastian's "Daydream."

Actually, to the adult ear, it's not half bad.

"For three years I had to just pop 'em out — who cared what they sounded like, everyone knew those albums would sell. They were totally contrived. I had almost nothing to do with it," Cassidy says now.

Now that it's almost over, David can look back on his years as teen idol with a sort of philosophical reflection.

"I don't want to put anybody down — there are worse things — but what they do is, they think they can make anybody a star. It's all contrived. They make you — in my case — the white knight. Nobody's that wonderful. There are positive things in the whole routine, wish fulfillment and things like that, but it's all basically dishonest. When you get right down to it it's a money-making proposition.

"It could be done tastefully, not icky. They underestimate the kids — you can hype them just so far.

"My advice for the next teen idol is to always approach the whole thing with a sense of humor. You've got to maintain your self-respect and draw lines. Otherwise they'll own you."

"Something will come along," sighs Gloria Stavers, who says she won't be featuring the DeFraanco Family because they're managed by "the competition."

"They like that Kung Fu guy a lot, the younger one. The Brady Bunch is still rolling along — they're like mashed potatoes. You don't want them every night, but they're good once in awhile."

Stephen Kahn, publisher and editor of Flip, producer of the "Miss America Teenage Pageant" and publisher of a series of paperbackbooks for girls like "Hollywood Star

Reporter," "Dear Karen," and "Making It Together" (as a rock group), concurs that the new faces hoped for from this television season are not materializing.

Kahn, however, is going after the corporate dollar by convincing the business world that not only is teenage allowance money a considerable sum, but that buying patterns and habits are set early. Unlike the other magazines, Kahn uses advertising and says his ad revenues have increased from \$40,000 to \$250,000 this year.

"The biggest change in the teeny bop market this year is corporate acceptance," he says. "People like Avon and Sears are sensing the importance of this market. The teen-age girl is the last of the big time spenders."

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Two and a half years ago Denise O'Leary was so angry about an article about David Cassidy that appeared in the Washington Post that she and two friends wrote an angry letter to the writer, which they signed "Cassidy Lovers, Inc."

"... Would you kindly keep your underestimations to yourself?" they wrote furiously. "P.S. You think all his songs sound alike? Get your ears checked!"

Now 16, Denise has a boyfriend ("Well, sort of") and couldn't care less about David Cassidy.

"He's definitely had it," she says. "Even the little girls don't like him."

Now Denise likes the Led Zeppelin, whom she thinks are great musicians.

"I don't even like to remember about liking David Cassidy," she giggled. "Although I admit we had fun in those days."