

LOVE LETTERS FOR TV'S TEENAGE IDOL

'I don't know whether I'll
be able to live it down'

by LESLIE RADDATZ

THE two looked enough alike to be brothers as one came to the wrought-iron gate to greet the other.

Both had the same long, dark hair, the same small features, the same slight frame.

"Hello, David," said the one outside.

"Hello, David," replied the one inside.

"I was up the hill at a friend's house and saw you out by the pool."

"Come on in."

The two wandered through the house, the visiting David occasionally saying, "It's a nice place." After a little while he left.

"It was strange," the other David said later. "I'd never even met him before."

The David who dropped in was Davy Jones, formerly of The Monkees and reigning teenage idol a few years ago. The other was David Cassidy of The Partridge Family, current favourite of the pubescent set.

"It's about a two-year cycle," says Chuck Laufer, 47, a former high school teacher who started one of the first teen fan magazines back in 1954 and who now runs a \$2,200,000-a-year business which includes four magazines, merchandising of such memorabilia as David Cassidy Luv Beads and David Cassidy Super Luv Stickers, and proprietorship of a Partridge Family Fan Club, which is heading toward 100,000 members at \$2 a head.

"There *has* to be a teenage idol, but the girls outgrow them. When they're 11 to 14, they can have a nice, safe love affair with somebody like Davy Jones, Bobby Sherman or David Cassidy.

"By the time they're 16, they're having dates, and they don't need them any more.

"I saw David Cassidy on

(Turn to next page)