



**THE GIRL DAVID TELLS
HIS SECRETS TO**

**WHAT IS
DAVID
HIDING
FROM?**



The hearts and headlines of teenland are filled with David Cassidy, young star of TV's 'Partridge Family'

by JUDY FAYARD



**THE
DAY
DAVID
WAS
ALL
WET**

The real stories: David is tête-à-tête with series costar Susan Dey (top). He gets hosed down in TV costume (above). The blanket (left) aids a postconcert getaway. He makes \$250,000 a year, so why shouldn't he be smiling?

Dear David,
"I am sorry I did not go to your concert here last week. My mother would have taken my sister and I except for three things. The three reasons are: 1) it was a Sunday; 2) the price; and 3) my father hates you.

"Love, Patty"

A typical letter. They come on a stationer's nightmare of acid greens and unpalatable purples, envelopes painstakingly decorated with pasted-on faces and painted flowers. They come in by the cartload. And the lucky recipient is David Cassidy, the latest in a long line of teenybopper idols that stretches back through Bobby Sherman and Davy Jones (remember the Monkees?) to the early Beatles and beyond.

David Cassidy, 21-year-old singer and actor, is co-star of the ABC-TV series *The Partridge Family*. Small and slender, with fine, delicate features, green eyes of childlike clarity, and hair cut in a modified Jane Fonda shag, he combines the sweet-faced charm of the young Paul McCartney with the androgynous appeal of a squeaky-clean Mick Jagger. It is what a teen fan magazine publisher calls "The Look" in little girls' heartbreakers. "Tiny," says *Partridge Family* producer Bob Claver. "They're all tiny, and nonthreatening."

Attendance at a David Cassidy concert is an exercise in incredulity. Hordes of girls, average age 11½, with hearts seemingly placed inside their vocal cords, shout themselves into a frenzy. They also wave at him, snap his picture and send him presents backstage. Afterward, being unable to break through the cordon of security guards to rip off a piece of David's clothing or a hank of his hair or a limb of his body, they rush out to buy David Cassidy records or posters or send away for mysterious items like the David Cassidy Lover's Kit. The list of items with the PF imprimatur seems endless: bubble gum, books, dolls, lunch boxes, 3-D postcards, coloring books and color slides. One licensee, it is said, is about to market "David Cassidy Dresses" in pre-teen sizes, with a picture of David in the center.

"I think I decided to be an actor when I was about three," David says. The son of actor Jack Cassidy and singer-actress Evelyn Ward, he started serious work on his career as soon as he graduated from high school. His star began to rise when he landed a few dramatic guest shots on television. They were enough for him to get a little fan mail, and to be picked up by the teen fan publications, magazines with names like *Fave*, *Tiger Beat*, *Flip* and *16*, that sell chocolate sex and candy-cigarette scandal to pubescent girl-children. These publications exist through superstars, and they often create their own.

"It was amazing. After just a couple of roles, every

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