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### DIRECTIONS...

Do you know this famous American President's first name?

We have completed the top part of this word puzzle which spells out his last name. Using the clues, you complete the bottom part of the puzzle by filling in the empty squares with the name on the coupon below.

Then, carefully just print your name and address on the coupon and mail it with 25c in coin (a quarter) for postage and handling.

We will let you know if your answer is correct and rush all additional details and rules and instructions necessary for you to become a contestant in this puzzle series. Please print clearly and enclose a quarter for postage and handling. You must be 18 years old or older.

SEND TO: U.S. PUZZLE CLUB, Dept. 706  
6381 Hollywood Blvd.  
Hollywood, Calif. 90028



What is this famous American President's First Name?  
FREDDY - EDWARD - TEDDY

CAN YOU SOLVE THIS PUZZLE?

BUNNY	R	A	B	B	I	T
COMMAND	O	R	D	E	R	
SMELL	O	D	O	R		
POSTAGE	S	T	A	M	P	
PLANET	E	A	R	T	H	
EMPTY	V	A	C	A	N	T
SOON	E	A	R	L	Y	
NOT TIGHT	L	O	O	S	E	
EXAM	T	E	S	T		

CUT OUT THIS COUPON AND MAIL TODAY!

SMALL		I	N	Y			
7 + 1 =		I	G	H	T		
BOTHER		I	S	T	U	R	B
TALK		I	S	C	U	S	S
365 DAYS		E	A	R			

Please tell me if my solution to this puzzle is correct and rush me by return mail all details on becoming a contestant in the \$12,500.00 Puzzle Series and all rules and instructions. Enclosed is 25c in coin for postage and handling.

Dept. 706

NAME \_\_\_\_\_

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thing. After all, where are the Monkees? Nevertheless, it must have been deflating to his ego for David to go to a magazine stand and discover that his face has been replaced by fifteen-year-old Donny Osmond's on the teen magazine covers. Gloria Stavers, editor of *16*, says in the *Rolling Stone* article that David is already a has-been; Charles Laufer, who publishes several teen magazines each month in addition to packaging fan club kits, confided to this writer that the pre-teens are so changeable that it is highly unlikely that David or any other idol could retain his crown for any longer than two years. It is conceivable that David wants out while he is still on top rather than gradually dropping off the popularity lists simply because the kids have tired of him.

"I never wanted to be a teen idol in the first place," David insists. He blames his managers and the magazine editors for pushing him into a position he didn't want. "I asked them not to put me on the covers, not to run those silly stories about me. It was embarrassing to see all that bullshit printed about me. After a while, I learned to ignore it, but that's hard to do." The story of the teenage idol trying to outgrow his fans is an old one. When Ricky Nelson became fed up with his boy-next-door image, he rebelled by dating older women, primarily Las Vegas showgirls. Frankie Avalon just stopped singing rock and roll, and changed his whole act to a polished Sinatra style, because he no longer wanted to be the object of thousands of screaming teenagers tearing at his clothes. And, of course, there were the Beatles. They tried everything in the book, from knocking their fans to admitting that they took drugs, but the Beatles were more than mere teenage idols. The pre-teen magazines stopped featuring stories on the "Fab Four from Liverpool," but the group was much too talented and important to fade.

John Lennon also posed in the nude, and he also talked about drugs and pot and sex, but David Cassidy is not John Lennon. David has yet to prove his talent beyond what he does on *The Partridge Family*. If his young fans desert him, he will have to start from the bottom again. He has no built-in following such as the Beatles, together and apart, will always boast. Perhaps David hoped to win himself some of those people who read publications like *Rolling Stone* because his days as a bubblegum hero were limited.

What David's young fans failed to accept was that their idol is not the innocent 16-year-old Keith Partridge whose heaviest problem would be a broken guitar string or a flat tire on his bicycle. With his slender build and his uni-sex attire, David may look like a high school sophomore, but this man is a young adult. He cares about politics, ecology, and other things his peers talk about. He is dead serious about becoming a good actor and a respected musician. Unfortunately, he may have committed professional hara-kiri when he appeared in *Rolling Stone*. David Cassidy was sitting on top of the world until he decided to tamper with success. Now, it looks as though there is nowhere for him to go but down. □