

campaign. Yet the two have had a string of big hit records and their concerts are immediate sell-outs. Whether people connected with these two young teen stars have anything to do with it or not remains to be seen, but there appears to be some kind of organized resistance to David Cassidy. In light of such a hypothesis, there seem to have been a series of events that were aimed at crushing David's popularity and forcing him to relinquish his hold on his title.

It all really began with an article in the May 11, 1972, issue of *Rolling Stone* Magazine. The purpose of seeking exposure in this paper or the need for an "intimate" interview from David, may have been a brainstorm of an advisor to change his image. So it came to pass that an interview was set up. It must have been expected by David and his people that *Rolling Stone* would do a completely up tempo article on him, and so he cooperated to the fullest and completely opened up to them. The results were disastrous, and its consequences far-reaching.

The first indication of trouble was the cover of *Rolling Stone* that week. It was a picture of David lying in some grass, naked to his navel. As if that weren't revealing enough, in the centerfold was a photo of David that went a bit lower than that, and again he was without a stitch. The story also proved to be quite revealing in itself. There was nothing that slipped past the all-seeing eyes of its author. It covered, or should we say uncovered, pertinent information about David's past and present.

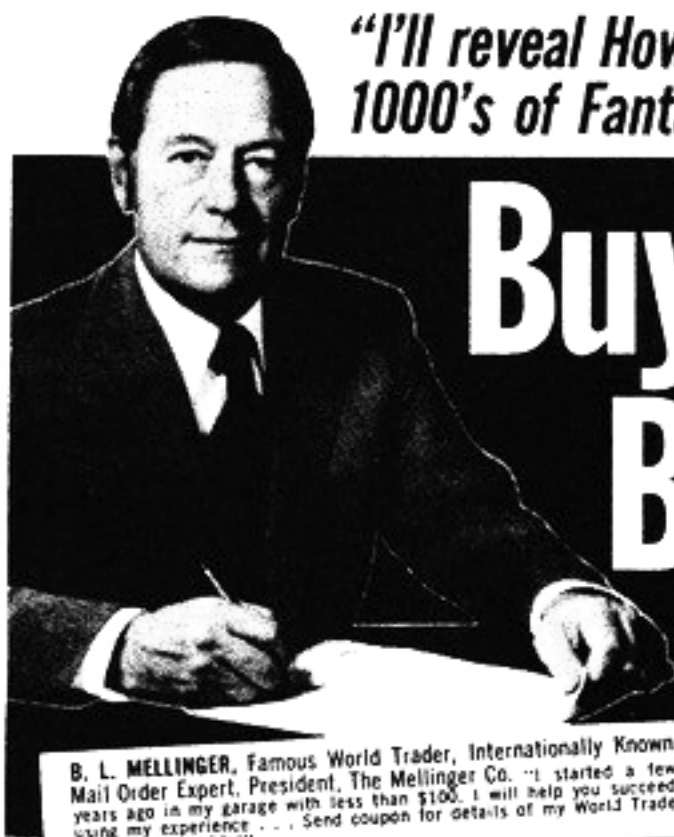
In my various meetings with David, I found him warm, sincere, and happy about what he was doing with his career. Yet the story in *Rolling Stone*, quoted David in so many negative ways that I found it hard to believe that this was the same David Cassidy I myself had interviewed.

I suspected then, when I first read the story, that it was utilizing many of the quotes to put David, *The Partridge Family*, and "bubble gum music" down. *Rolling Stone* has been primarily a hard rock magazine and, in the past, it has gone out of its way to ignore the typical all-American idol, whoever he might have been at the time.

In order to point out exactly what I mean, I will present excerpts from two publications that quote David on the same issues. The first quote comes from *The David Cassidy Story*, the pocket book by *Flip* magazine editor Carol Deck. In it she describes David's first impressions of *The Partridge Family*:

"The script was what changed his mind completely. As he read and reread the script, he became more and more enthusiastic about the project. He wasn't nervous at first, because the thing just wasn't that important to him. But then he read quickly through the script for the pilot and was impressed, very impressed. He could see himself in the role. He knew he could handle it well. It was a funny and quick script, and he could see all sorts of possibilities for it."

That quote comes directly from the book which was written by Carol Deck who has interviewed David Cassidy many times. In fact, she did the first interview



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