King of the Bubble Gum Set: Teenyboppers make him the

biggest thing since the Beatles and a fortune as well



By John Burks

This lean young man, pretty as a pedigreed puppy, is like a magician, the way he puts the whammy on these young girls.

He can fill Madison Square Garden — 20,000 girls ages 7 to 14.

He can absolutely control these kids - bring them out of their seats one moment screaming and clutching, then settle them down the next moment polite and prim —with the simplest gesture of his hand.

"It must be some kind of a kick," says Carol Deck, author of his "authorized" paperback biography, "for David to get 20,000 girls on their feet screaming for him alone. Even if they are 11 or 12 years old."

David who?

None other than David Cassidy, who is:

- The number one rage, rave and fave of the teenybop set.
- The biggest thing since The Beatles.
- An eminence to be carved into some future Mount Rushmore of Pop right alongside Frank Sinatra, Elvis Presley, and John, Paul, George and Ringo.
- and municipal bonds.
- Cute, sincere and nonthreatening to impressionable young girls.
- Five-foot-8, 130 pounds, brown of hair (with what appears to be the first hint of premature greyness, at least to the eye of this correspondent), hazel of eye, 22 years old in two days, born in New York, reared in Southern California and a high school graduate, but barely.
- Just a normal person, by his own description — "Not a phony pop star."

All right. If David Cassidy is indeed the biggest thing since pantyhose, how big is that?

He's appeared in 10 cities this year, setting attendance records at the Houston Astrodome (56,723 for two matinees) and selling out the Madison Square Garden (to gross \$131,000).

In 11 appearances he drew 123,400 people and grossed \$455,900. At the usual 60 or 65 percent performer's cut, Cassidy's take has been something between \$273,000 and \$296,000.

Over a Million

Last year in eight months of performances (squeezed in on weekends, because he was filming 'The Partridge Family" TV series weekdays), Cassidy grossed \$1,-061,000. That was for 35 concert dates.

And that's only the returns

from concerts. It doesn't include his "Partridge Family" TV

paycheck.

from his recordings.



INVESTING HIS MONEY IN OIL, LAND, BONDS David Cassidy performing on stage

 Making a whole lot up golden sales (industry) more money than the Presi- lingo meaning they've sold dent of the United States, \$1 million worth) and the and investing it in oil, land first David Cassidy solo album, called "Cherish," was gold even before it went on sale, based on the pre-sale orders from record stores.

The four singles have done equally well — and the first of the singles, that monotonous little something called "I Think I Love You," has sold five million copies worldwide since its release late in 1970. As with Beatles records, Cassidy's just keep selling.

And that's not the full financial picture either, because Cassidy also gets a cut on fan club kit sales, on poster sales, and on sales of David Cassidy books, photo albums, stationery, ballpoint pens, coloring books, dolls, color slides, bubble gum, dresses, love stickers, charm bracelets, lunch pails and love beads.

His Worth

David's management doesn't care to say precisely how much he's worth though they let out estimates that he made \$250,000 last year.

"At a certain point," says his publicist, Jim Flood, "it becomes . . . distasteful to talk about money. You don't want to flaunt it. It could have a negative effect."

David's manager, Ruth Aarons, referred The Examiner to Lee Bush, David's cigar-smoking financial adviser. "I can't speak in dollars," says Bush. "I'm sure you can appreciate my posi- on. tion. But David was in the top tax bracket last year and hopefully will be this year."

The Internal Revenue

ly record albums have rung \$100,000 a year. In that bracket, you pay \$53,000 tax on the first \$100,000 and 70 percent tax on everything over \$100,000.

> With this in mind, a financial advisor like Lee Bush tries to find the most favorable investments — meaning ones protected (or "sheltered") from full taxation— "to build some kind of equity for the young man."

Active Role

Municipal bonds fit this description, and so do certain oil investments. As do certain land deals. David's money has so far been invested in municipals and oil and David just returned from Hawaii, where he was taking a personal look at some land he'll probably buy later in the year. "David takes an active role in the investment program," says Bush. "I don't go into anything until he and I have discussed it and he's approved it. He's rather a mature young man. Very alert to advice and he asks the right questions."

David Cassidy, born into show business (actor Jack Cassidy is his dad, and actress Shirley Jones, who won an Oscar for "Oklahoma" and who is David's co-star as a TV Partridge, is his stepmother), has been a student of the superstar phenomenon all his life. He might wind up a has-been at 25, but he aims to hold onto as much of the dough as possible.

Meanwhile, the David Cassidy Money Machine rolls

World Tour

As you read this, Cassidy is Winding up his second national tour of 1972, hitting Nor does it include income Service's top tax bracket is six cities. If this one went as reserved for folks like David well as the one before it -All three Partridge Fami- who makes more than and why shouldn't it? he'll have to gross another couple of hundred thousand bucks or so and bring home 60-65 percent of THAT bacon.

> Plans are underway for a London concert later this year, probably as part of a world tour.

And according to the people at the Laufer Publishing Co. in Los Angeles, who own

and operate the Partridge old man in there. It would Family Fan Club — make no mistake, it's David's fan club — this is the first club in history to actually MAKE money.

Fan clubs have traditionally been supported by the stars as a means of keeping up their image.

Last year, 250,000 teenybops sent in \$2.25 to the Laufer Co. (whose eight fan mags have a total of 1.5 million circulation) for the fan club kit.

To understand why his teen and pre-teen fans have this THING for David, it is instructive to have a look at the teenybop fan magazines. Devoured by millions of young girls, these journals of the superstars are all but unknown — and certainly unread — by their parents. Cumulative teenybop fan mag circulation is about five million.

The Examiner purchased eight of the top fan mags off the newsstand and saw David's photo a total of 281 times — an average of 35 times per publication. Can Richard M. Nixon claim that kind of coverage from any eight magazines you can name?

Nothing could be more important to his fans than how David selects his Dream Dates. That's what the fantasy is all about.

Actually, David writes in "Tiger Beat," there's nothing mysterious about the way he chooses his women.

"If I see a girl who gives me a really great feeling, and if I think she might say 'yes,' I'll ask her out right then and there."

Okay, you're alone with David. What comes next? Well, here's what David told "Star" magazine in a sweaty little feature called "Kissing Secrets of the Superstars':

"When I kiss you, I'll playfully pull you on my lap, and run my fingers through your hair! I'll look at you with love in my eyes with my lips slightly parted, bending toward you! Love's electricity suddenly flashes through our bodies! We are hungry for each other's lips! Our warm breaths mingle! Our pulse beats crash in our heads like waves upon a beach! When our kiss has finished, we snuggle in each other's arms, happy in love!"

Not that David thinks he's anybody special. As he puts

it so neatly in "Fave": "You see, underneath all my clothes, my long hair, and my smiles lies a real person, a David Cassidy just as average and everyday as

anyone you know. "I'm just a normal per-

"We just project one portion of a star's personality," says Carol Deck, 26, Hollywood editor for "Flip" (one of the big three teenybop magazines) for five years and author of the paperback "David Cassidy Story."

Heavy Fantasy

She's talking about how the fan mags "build" the teen superstars into an image acceptable to their girl readerships.

"We wouldn't dream of putting a real, live 22 year

scare our girls to death. Real boys, let alone real men, are not much like the image we present.

"It's a very heavy fantasy that we're perpetuating. Our girls have to be able to imagine that the ultimate could happen and that she could wind up married to the superstar. That's why we do the same story - with different titles - every issue: 'David's Search for the PERFECT Mate."

David hit the fan magazines from outa left field. They'd never heard of him. All of a sudden — and this was some weeks before "The Partridge Family" hit TV, two years ago - they were deluged with letters (some 10,000 of them) from girls who'd flipped out over this "unknown," this kid actor named David Cassidy who had appeared in the role of a diabetic on the "Marcus Welby, MD" TV show.

"The teenyboppers picked his name out of the credits at the end of the show," reports "Flip's" Carol Deck, "and that just never happens, so we figured he must have something going for him.

Training

"When we first got to David for interviews," says Miss Deck, "we had to train him to what to say in terms of the girls who read us. I mean, we'd ask him what he looked for in a girl. He'd say it was whether or not she was sexy looking or good in bed. We couldn't use that."

Asked about her 60,000 word biography of Cassidy, Miss Deck is quite realistic. "Actually," she says, "it's ridiculous writing 60,000 words on a 21 year old person. But pay me enough and I'll write anything."

Tomorrow: An interview with the superstar himself!

He'll Be 22 Years Old Wednesday

Wednesday, April 12, is David Cassidy's 22nd birthday and to celebrate that occasion, The Examiner will publish an exclusive full-page poster of the the reigning czar of teenybop in America himself. Fans will likewise not want to miss tomorrow's Examiner, which will contain an interview with David!