

Kids do it for idolsflip, that is

Katrina Wright gets the latest news about her heroes—(Staff photo)

By CAROLE BARDELLA Times Staff Writer

"Do you love David Cassidy? If David Cassidy is the one boy in the whole world who makes your heart go pitty-pat a mile a minute, then you just can't afford to miss the David Cassidy lover's kit!! It's the kind of groovy goodies that you can spend endless happy hours dreaming over! It's just like having David Cassidy in your own home."

This unusual offer for the David Cassidy lover's kit — just send your name, address, age and \$1 can be found in the July issue of a magazine called "16" geared toward youngsters nine to 16.

There are 10 of these glossy, comic-book sized publications appearing regularly in drug and grocery store magazine racks and — believe it — no magazines have ever been pursued with such enthusiasm in the past.

"Wow"... I mean wow!" is the way Susana Garcia, 12, of 2711 Collins Ave., put it as she sat on the floor of the 7-Eleven on Armenia Avenue and Tampa Bay Boulevard and looked through one of the mag-

azines called "Fave". "Most of the girls go for Donny Osmond and David Cassidy but I think Michael Jackson of the Jackson 5 is the coolest. Wow. Is he ever. My

parents think. I'm a little weird but I buy every magazine that has pictures of him in it." Michael Jackson, 15, is a black rock singer who with his brothers make up the Jackson 5. Decked out in colorful clothes, they sing such songs

as "Sugar Daddy" and "Brand New Thing." The names of the 10 magazines — besides "16" and "Fave" — are "Flip", "Spec", "Tiger Beat", "Loving Fashions", "Teen", "Teen Life", "Star" and "Tiger Beat Spectacular". They've all got a hot thing going.

Once upon a time, 15 to 20 years, little girls wore saddle shoes, bobby socks and crinolines, didn't think about dating until there were about 16 and got 25 cents a week allowance which they spent on toy lipsticks from the Five and Ten.

Nowadays these kids wear miniskirts, maxishirts, white boots, bellbottoms and bikinis and as soon as they hit nine — they start worrying about boys and spend their \$2 a week allowances on

teenage magazines.

They want to know what David Cassidy, Donny Osmond, Michael Jackson and Bobby Sherman are doing and read the latest episodes on this new breed of hero.

Like the father in the Broadway play and movie, "Fiddler On The Roof", sang: "It's a new world, Goldie, a new world..."

Cynthia Fuente, 13, Susana's chum, said both girls have "huge" scrapbooks with pictures of David Cassidy, Donny Osmond, Michael Jackson and Bobby Sherman in them they have been cutting out of the magazines for the past year. They also have large pictures of the stars on the walls in their bedrooms at home.

"My mom kind of thinks I'm kind of nuts or something," Cynthia related. "But she keeps saying 'they're just kids — they'll get over it." My dad made me take all the pictures off my bedroom wall. He said it make the place look junky."

Both girls, best friends, spend a lot of time, especially now that school is over, looking over the magazines and about three or four times a month they will buy a new one. Each sells for 35 cents.

In spite of the popularity of Michael Jackson and Bobby Sherman, reigning kings of the bubblegum set are David Cassidy, 21, star of the "The Partridge Family" television series and Donny Osmond, 14, member of the Osmond Brothers singing act from Utah. Donny is David's major challenger.

Cynthia said when she looks at one of the magazines and sees a picture of Michael Jackson or Bobby Sherman she gets-"all excited . . . oh ya man . . . excited" and could spend hours just browsing

through them. Bobby Sherman, pushing 30, is a longish haired singer who has been on the teen scene a long time.

The origin of the stars in the magazines is from television shows, rock festivals and records and the girls know everything, absolutely everything, there is to know about them. Their knowledge of rock music, soft and hard, is amazing.

The magazines have, besides pictures of the stars, puzzles, quizzes and games but, believe it, not like those found in "Jack And Jill" or other chil-

dren's books. The magazines are descendants of adult movie magazines, such as Modern Screen, with the same devotion to stars and screaming headlines such

as the following: "David, love him all night long . . . Osmonds say come to our super summer slumber party . . . Bobby gives you everything . . . Chris, 40 intimates." Chris, 14, in case someone might not know, is referring to Chris Knight who is an up-and-coming littleboy-looking actor from television's "The Brady Bunch".

Most of the stars in the magazines are about the same age as the girls who read the books but some, like Bobby Sherman and Chad Everett, are quite a bit older. Chad Everett, the well built star of television's "Medical Center", is about 35.

"A lot of girls go for Chad Everett even though he's much too old for us," Susana said. "He's about 30-something but he's in all the magazines because he's such a doll." Both girls watch "Medical Center" regularly.

The kids who read the magazines are not the groupie or the relatively worldly teenybopper — instead it is the ubiquitous my-mother-doesn't-understand-me type that has always been found in junior and senior high schools since the days of the Frank Sinatra scream-ins of the 1940s.

Christy Sanchez, 12, 2916 Collins St., and Tina Favedo, 12, 4009 Gomez Ave., strolling through the Fiesta Shopping Center on Armenia Avenue, said they both "flip" over Donny Osmond and wish they

knew him in person. "We look at the pictures . . . you know . . . go crazy over them," Christy said. "I don't say we love him but we are wild about him. We buy 'Flip', '16' and 'Fave' every month and cut out the real big pictures and put them all over the walls of our bedrooms."

Tina said her parents don't care about her idolization of Donny Osmond and said they realize "it's not really serious because I have other interests too." Both girls play tennis, swim and go horseback riding.

Christy said she thought David Cassidy was "cute" but most girls her age though him "a little too old" and therefore preferred Donny Osmond herself. She thought girls about 17 or so liked David Cassidy better.

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