

YOUTH BEAT

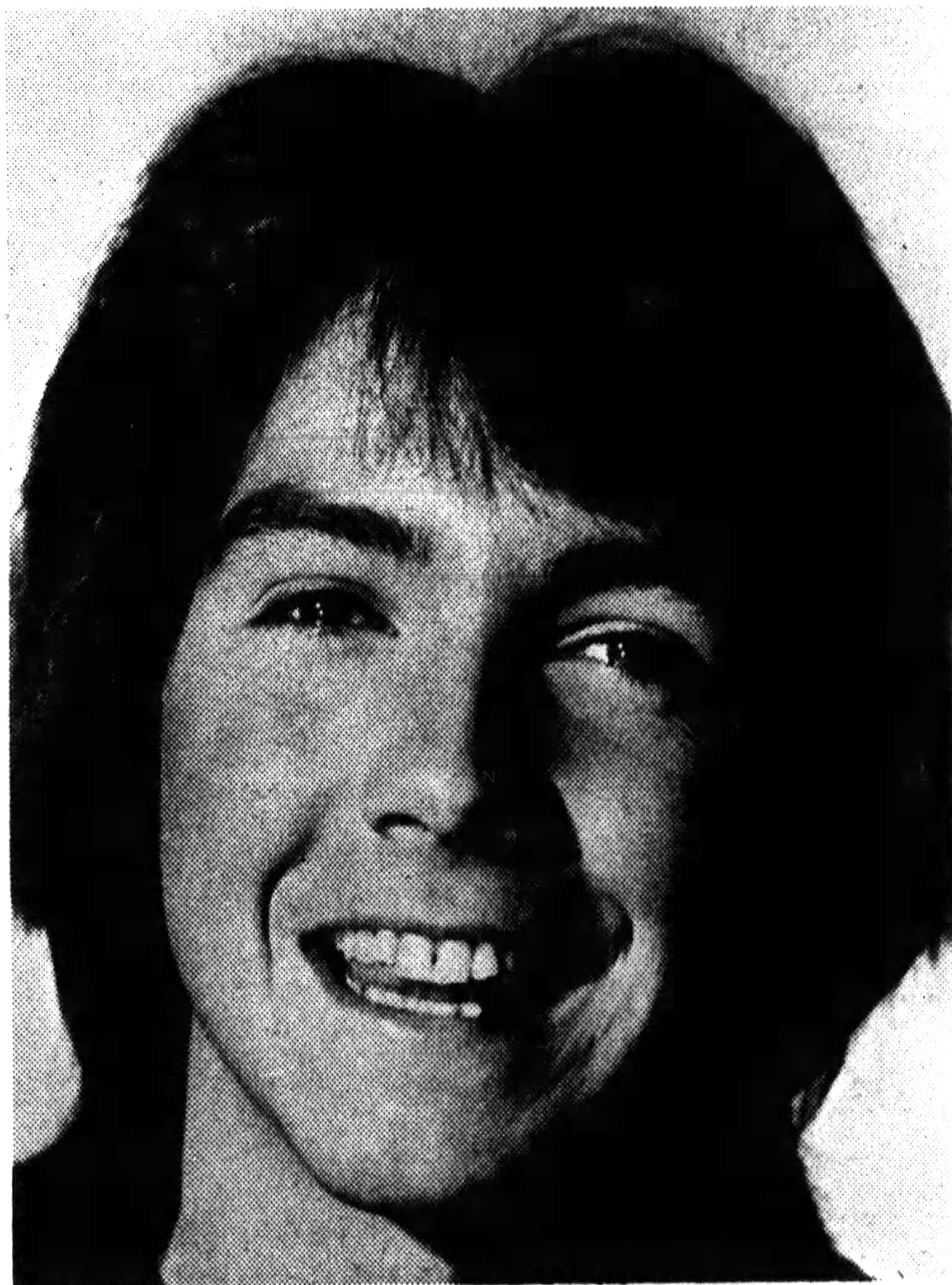
By SALLY LINDSAY

A public relations sheet from the William Morris Agency reads, "The emergence of David Cassidy as a star in the fall of 1970 will be compared in later years to the explosion of Frank Sinatra in the '40's, Elvis Presley in the '50's, and The Beatles in the '60's."

David Cassidy (Keith Partridge on ABC's "The Partridge Family") has rapidly taken the throne as king of the many "teen idols" found splashed on the monthly pages of teen magazines like SPEC, 16, FLIP, FAVE, RAVE, STAR, TIGER BEAT, and others. The teen idol phenomenon is directed mainly at pre-teenagers and early teen-age girls, who pant and drool and live vicariously with names like Cassidy, Bobby Sherman, Donny Osmond and his singing brothers, and the Jackson Five.

Cassidy, who hit it big as lead singer for the Partridge Family's first smash, "I Think I Love You," has a string of hits that includes "Doesn't Somebody Want to Be Wanted" and "Cherish," along with several hit Partridge Family albums.

In public appearances, young girls go wild over him and the others, similar to the scene created by the early Beatles days — yet they are different. . . . there is a great deal of commercialism involved in creating the teen idol image — in putting out the magazines blaring with "full color pix plus fax" on all the "faves," and getting them to use their names to endorse everything from pens to "love and dream books" to tee shirts, stationery, pendants, and stickers.



DAVID CASSIDY
THE GREAT TEEN IDOL PHENOMENON

David Cassidy has been on covers and inside throughout the mags for months. Every month, there are the contests, "Win a date with David," "Win David's favorite basketball jersey," "Talk by phone with David," and the latest, found on the front page of one of the mags, "Fly to Hollywood and Kiss David." Here's what a winner receives:

The lucky little lady will jet to Hollywood, where she will meet David on the Partridge set — followed by dinner, and the highlight (and reason they entered the contest) of the evening, David's kiss. It's all downhill from there . . . a trip to Disneyland (not with David as an escort, however), a trip to the Columbia Ranch, where several t.v. shows (including the Partridge Family) are filmed, and, in their words, "many, many more surprises. To win, all one has to do is count the number of pictures of David published in this magazine from the January issue thru the present one (April). A guess is also advised. Then, clip the coupon, send it in, and get the one-in-a-million chance of a lifetime. All correct entries will be placed in a barrel, and DAVID will choose the winner himself! Groovy!

Contests, however, are not the main thing the magazines dwell on. There are other, more important things. Like why David likes chow mein as opposed to chop suey, and David's pitiful plea, "Why Must I Be Alone?" There are also running charts containing David's (and Donny's and Michael Jackson's and Bobby Sherman's) height, kiss secrets, weight, waist size, inseam, jacket size, shirt size, favorite food, idea of a dream date, dream girl, — well, on and on until space is taken up for one month.

Then there are the pin-ups — full color pix, in the lingo of the teen mags . . . and there is David, bare-chested; talking seriously on the phone (bare shoulders exposed); sitting in a field of green, sprig of wheat in hand; winking; pointing directly at whomever should be reading the mag; chin on arms folded across the back of a chair; just grinning; caressing a horse; or with Shirley Jones and-or Susan Dey of the television show. And, that's just David.

There is Donny, thirteen-year-old Donny Osmond, barely into his teens, telling girls what "turns him on," about the "other boys who hate him;" "the night he almost died," his Hollywood concert; his love signals; and his life in the studio.

There are Donny contests — "Win a date with Donny," "Have Donny to dinner at your house," "Win an Osmond

Continued on Page 13