



The Partridge Family was another popular family-based pop group of the 1970s. The group's biggest hit was "I Think I Love You" (1970). Many fans followed the group on its popular TV show, *The Partridge Family*.

## THE PARTRIDGE FAMILY

The Osmonds were a real-life pop family. The Partridge Family band was anything but. The Partridge Family was a silly, lighthearted combination of the Monkees (a fictional pop group), the Osmonds, and the Scooby-Doo gang. (Scooby and friends traveled the United States in search of adventure, and so did the Partridges.) Like The Archies in the late 1960s, the Partridge Family was made up of actors playing the roles of pop stars on a TV show by the same name. The live-action television series *The Partridge Family* (1970–1974) was about widowed mom Shirley Partridge (played by Broadway and film actress Shirley Jones) and her five children. The TV family toured the country in their bus with manager Reuben Kincaid (Dave Madden). Teen heartthrob Keith Partridge, played by David Cassidy, was considered the cute one. His younger, sarcastic



brother (Danny Bonaduce) was the funny one. Older sister Laurie (Susan Dey) was the pretty one.

The Partridges boasted a spin-off comic book and a line of children's mystery books. Meanwhile, the Osmonds had a tie-in animated TV series, produced by cartoon studio Rankin/Bass. This studio had also produced the Beatles' tie-in animated TV series. All these products were meant to appeal to children and tweens. However, handsome teenage boy singers such as Keith Partridge, Donny Osmond, and Michael Jackson also won over teen girl fans.

## TIME FOR CHANGE

After 1972 the first wave of bubblegum pop faded. Teenage girls focused their attention on a new crop of teen idols. Successful bubblegum pop acts from this period included Swedish pop sensation ABBA; teen idol Leif Garrett; Scottish pop group the Bay City Rollers; and Shaun Cassidy, the half brother of the Partridge Family's David Cassidy.

Bubblegum pop was on its way out. But pop music itself wasn't