

WHO'S YOUR FAVE RAVE?

16

MAGAZINE

Teen Idols as You Knew Them AND as They Really Were!

DONNY

"I HAD NO FRIENDS!"

BOBBY

"WHY I STRIPPED FOR 16"

DAVID'S

DEEPEST

SECRET

MICHAEL JACKSON

Who Was His Real Heartthrob?

ROLLERS Revealed!

LEIF

"THE GIRLS I HAD TO HIDE"

SHAUN

"What You Didn't Know about My Life"

MONKEES

Our TRUE Hates & Loves!

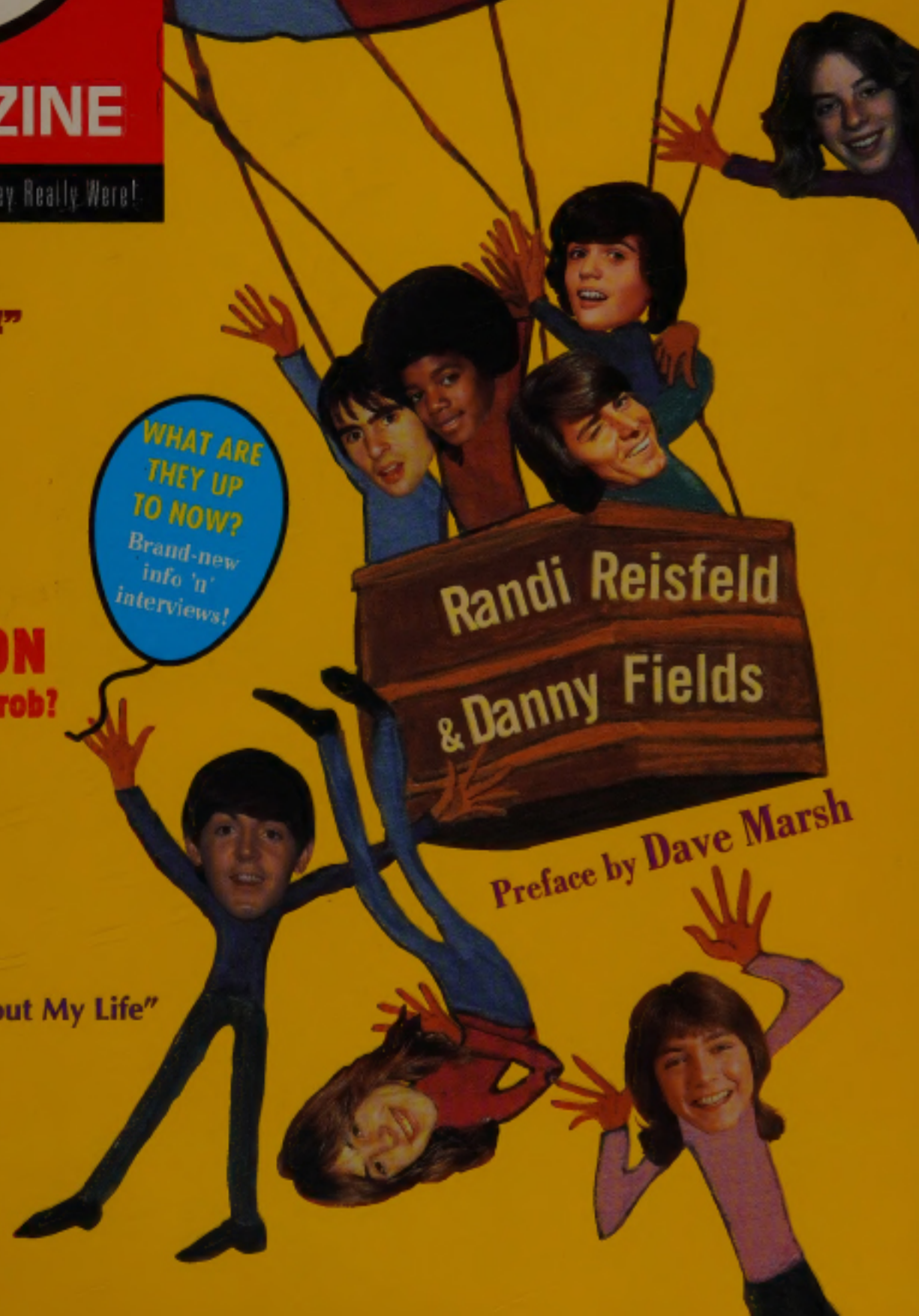
JIM MORRISON

DEVIL OR ANGEL?

WHAT ARE
THEY UP
TO NOW?
Brand-new
info 'n'
interviews!

Randi Reisfeld
& Danny Fields

Preface by Dave Marsh



David Cassidy

Years of 16 Popularity: 1969–1973

David Cassidy was one of the “best” teen idols of them all. He was a born professional (his father was the actor Jack Cassidy), a fine comic actor, an excellent singer, and most cooperative in promoting his image as a fave rave (albeit reluctantly, as he reveals in the following interview). Most of all, he was cute. Very, very cute.



David posed for several exclusive sessions with a professional Los Angeles studio photographer—he was one of the few stars 16 spent money photographing. And he sure had butt-ability!

In the late '60s, the fledgling actor began to attract the attention of 16's readers and editors with appearances on *Bonanza*, *Ironside*, and other weekly dramatic shows. In 1970 he got his big break when he was cast as Keith Partridge in the musical series, *The Partridge Family* which costarred his stepmother, Shirley Jones. The role turned him into 16's first TV series singing solo star (as opposed to groups like the Monkees or the Osmonds) who was simultaneously a recording artist (the single “I Think I Love You” was a #1 hit) and a concert attraction. He was enormously, incredibly popular. He commanded the top banner of every issue of 16 from January through October of 1971; from then on he and Donny Osmond played tag for the top spot. It must be borne in mind that David's huge following knew and loved him as the slightly goofy Keith Partridge, who lived in a cute house with a cute family that toured as a rock group. The real David Cassidy was very, very unlike the character he played.

He was, and is, immensely famous and adored; you cannot walk down the streets of New York even now with David Cassidy (I have tried it) and get very far.

Most recently, he acted as a host on VH-1, toured with his Partridge Family brother Danny Bonaduce, written his autobiography *C'mon Get Happy*, and acted in the Broadway show *Blood Brothers* (costarring with his own half-brother and former 16 idol, Shaun Cassidy). The following is a recent interview.

How did you first become aware of 16?

Gloria Stavers contacted me. This was long before *The Partridge Family*. She left a message for me with my agent, and I was told by my manager that it was good business for me to return this call. She was excited when I called her; with her Southern accent, she was businesslike and somehow childlike at the same time. She told me they were getting all this mail on me, and that I was going to be a big star. She said, “I have to know everything about you, because *they* are going to want to know everything.”

Your reaction?

I was a little standoffish—that's how I am as a person—and when I heard who Gloria's readers were, I was even more skeptical. But my manager said I should do it. “You're 19,” she said, “you're starting out, and if there are fans out there, let them see you.” So I did my first interview on the phone, and then when *The Partridge Family* was about to air, Gloria knew



DAVID

INVITES

YOU ...

“LOVE ME ALL NIGHT LONG”

Dreamy David—a typical, kissable glossy 16 pinup: this one appeared in the July 1972 issue

David Cassidy



We brought new meaning to up-close and personal!

how big it was going to be, that it was network, the same production people who'd done the Monkees, and she was on top of it, and wanted a lot of pictures, a lot of interview time.

What had you known or heard about her before meeting her?

I'd heard stories that she'd seduced lots of guys that were in the same situation I was in. I never *met* anyone who said it happened to them, but that's what I was expecting. It was not like that at all. She smiled and laughed a lot; she was very open, very friendly. She never, ever was even remotely unprofessional. We were alone in her apartment just after we first met, having a glass of wine, and I was kind of waiting for it to happen. But nothing of the sort was even hinted at, even remotely.

What would you have done if it had?

I'd have said "sure!" At 19, I was dead game for anything, and she was an attractive woman. But it was never an issue.

What do you think all those "seduction" rumors were about?

Well, it's possible that she didn't find me attractive. It's more likely she was being bad-mouthed by men who resented her, men who were then in their 30s and 40s and resented her

independence and power. She was very much a feminist in that respect, and a woman with her own identity, who deserved much more respect than I think she got. Wow! [holding up bound volume of old *16s*] "David's Secret Love Tricks." This is something I should read. "He's got sparkling hazel eyes, and he's certainly got a groovy physique." Really.

What were the consequences to you and your career from being a teen idol?

Well, once you cooperate with them, you're perceived as a lightweight with no talent, and you end up being Fabian Forte, which is the danger when you appeal to children, and you do purely commercial, crass, cutesy stuff.

And you protested that you were a serious actor.

I said that to them, and they all, *16* and all the others, gave me lip service, "Oh, we're going to treat you very seriously," and the next thing you know you're holding a stuffed animal and the flash is going off. I tried to rebel, but the producers let me have it. "We own you, kiddo." And they threatened to twist the knobs, and I'd be hearing from my family, from my manager, the other people on the show, and I'd be accused of letting everyone else on the project down because of my own selfish ambitions. So like it or not, I had to be cutesy.

When in fact...?

I was a wild fucking maniac, banging every girl I could.

You would want your 10-year-old fans to know that?

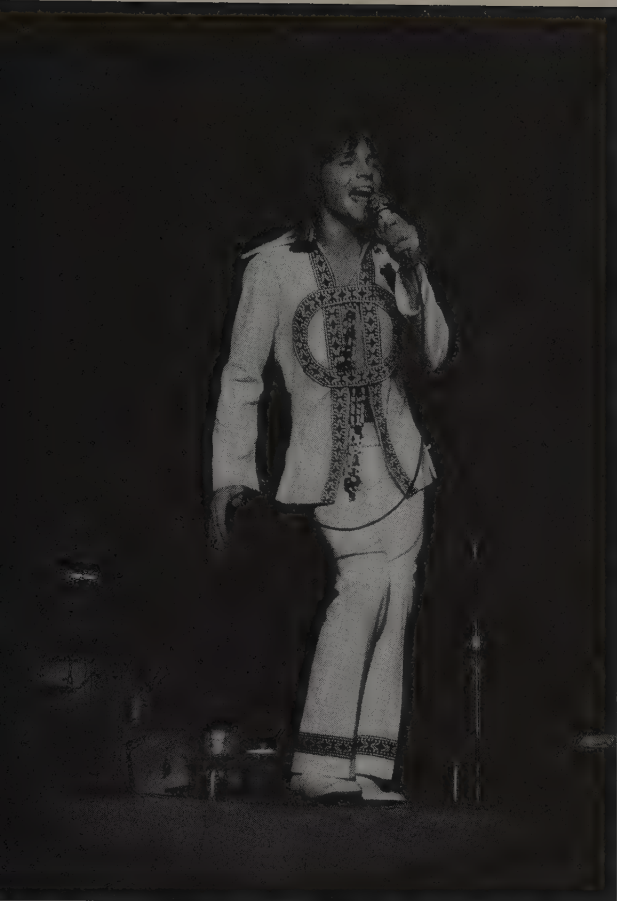
Then they shouldn't print anything. They shouldn't misrepresent the artist.

How do you tell a pre-pubescent girl that the guy she loves is fucking every starlet in Hollywood?

You might say, "He's somebody who dates a lot of different people."

They never said you didn't. But the point was to make it seem as if you were available to any one of the fans.

Yeah, it's to fulfill a fantasy. I know that. I suppose that's O.K. Look, my problem was, these stories were robbing me of my own identity. They were about Keith Partridge's identity. And Gloria was the master of that. All the others formulated their



*On the concert stage,
David got to be somewhat
wilder than Keith Partridge—
but not much.*



*David personified the perfect teenage fantasy:
every reader imagined herself on the bed
next to him, as he composed a song just for her.*



*Another—unprintable—side of David,
giving us the finger(s) while goofing off for our
cameras. This shot hung on Gloria Stavers's
office wall.*

David Cassidy

DAVID CASSIDY (born) **JANUARY 26, 1970** 126 lines to 20

16's ALL STAR FACT SHEET

FULL REAL NAME: **DAVID BRUCE** STAGE NAME: **DAVID CASSIDY**

NICKNAME (also how you got it): **20 months**

BIRTHDATE & PLACE: **APRIL 12, 1950** Born in N.Y., grew up in New Jersey

PERSONAL DATA (Height, weight and coloring): **5'8" BROWN 125 HAZEL**

FAMILY INFO (names of parents, brothers & sisters): **ONLY CHILD** **EVELYN + JACK**

HOME INFO (where located and description): **WEST L.A. - MOVING SOON - OWN HOUSE**

SCHOOLS ATTENDED: **REXFORD H.S. MANY Classmate of Jon + Dino**

MARRIAGE INFO: **NO, NO, NO.**

INSTRUMENTS PLAYED/PART SUNG: **acoustic + elec. guitar, drums, sings - doing a demo for Screen Gems**

FAVORITES--

SINGING GROUPS: **Beatles, Anthony Newley**

INDIVIDUAL SINGERS: **Brando, Bamber**

ACTOR & ACTRESS: **Love, American Style - late movies**

TV SHOWS: **loved with standard TV show**

COLORS: **like an all**

FOODS: **lobster**

HOBBIES: **not working, climbing - no surfing - no shing**

SPORTS: **plays tennis sometimes - used to be watch football + basketball**

WHAT LOOKED FOR IN A GIRL: **girls who are bright - can stand dumb girls - prefer uncelebrity - home - no money hunters**

WHAT DO YOU LIKE TO DO ON A DATE?: **anything that's fun - quiet dinners**

BUSINESS PLANS & AMBITIONS: **disco turn him off - dislike plastic people**

PERSONAL PLANS & AMBITIONS: **act - become director sometimes**

ADDRESS: **AGENT** (AUTOGRAFH)

stay single till 30 - then find a woman to spend life with

no astrology - one makes his own destiny

David's original handwritten fact sheet.
From his pen to 16's pages

magazines after what she did. She was giving children what they wanted, a dream fantasy that was pure sweetness. It wasn't real. It was solely about catering to your audience. If it meant twisting the facts, then so be it. And to me that's wrong.

Honestly, what would have been the alternative?

Print the truth about what I was really like. Reckless, young, wild, out of control.

If you had been portrayed as the randiest guy in Hollywood, it might not have been too good for the show.

Keith Partridge was 16. I was 19. I never did what he did.

This was television, Hollywood, fantasy, a family show. Let's be real about fantasies.

I know, and I do think it's important for kids to have heroes, and positive role models, as I was. It means a lot to me now. If you had an impact on people when they were very young, you're forever held in a special place, because we're like a blank screen when we're kids, and what's important to us then is so important for the rest of our lives. The first time somebody captures your imagination, the first time you fall in love, you never forget that. Here's "David's Tragic Illness" [looking at an old issue of 16]. I guess that's when I had my gall-bladder out. It wasn't all that tragic. They were going crazy because of the fans around the hospital.

You seem to have conflicting opinions about that whole time. They got you all wrong, but they created a person who had a good effect, ultimately, on his fans.

I suppose credit has to be given when it comes to creating the image that they did. And certainly to Gloria, who was human and had a soul, and real feelings, and—I believe—respect for me. She was the first one to pick up on me, she had her finger on the pulse, and she had her job to do. Also, she was the perennial teenager; she'd have her camera and her tape recorder, and she'd show up like a fan. Thinking about her, she probably was a Stones fan who had the enthusiasm of an adoles-

cent, and understood her audience, and gave them probably what she had wanted. I really resented back then what they were doing to me. But I don't have to live with it now. I only have to live with the fact that I had a positive effect on people, they loved my work, my records, and they loved to read about me and fantasized about me, and all that stuff is important.



Marie Osmond

[stage] show. I did 'Where Is the Love?' at Caesar's Palace in Las Vegas, and that kicked off my career. After that, at 12½, I did 'Paper Roses,' which became a #1 country song. I actually still hold the record for the youngest female country artist to have a #1 record. I actually hold quite a few records—youngest to host a TV show is one of them, too. So why did I go the country route? I never had the desire to sing what my brothers were singing. And I always loved country music. The whole scene was very different from rock 'n' roll in the '70s. Especially at the radio stations, it was friendly and warm and felt like a family. But the other reason was that I didn't want to be successful because of my brothers. I wanted to earn it myself."

"THE MONKEY ON MY BACK"

"Because of the press we got, especially in *16 Magazine*, it looked as if I led a charmed life. And there were lots of parts of my life that I really loved. But there were lots of parts that were just...*hard*. I don't remember a lot of my Donny & Marie times, because I was so busy working. It was all I could do to memorize 350 pages of script in 2½ days. It was all I could do to get that stuff learned. And I was going to school at the same time. To this day, I'm not a good speller, and my grammar isn't always perfect either.

"There was so much 'monkey on my back,' so much to learn, and putting in 18-hour days was absolutely *common*. Were there child labor laws? Of course there were—but after being at the studio for the allotted time, I'd go home and work more. I knew that if I didn't cram, go into my room and memorize and memorize and work on my lip-synch and get my timing down and work on my dance routines in front of the mirror by myself—there's no way I'd be able to tape the show. On top of that, I always had homework. I had no time for anything else."

"I REGRET THAT I WAS NEVER A KID"

"I worked 24 hours a day, '8' days a week (is what it felt like). I felt there was never a break. Now, looking back, I realized I never would have achieved so much in my life without that. I developed a strong work ethic. Now I'm not afraid of hard work. Throw it in my face—I'm not afraid of a good challenge.

"I never went to public school. But I'd see friends who did, and I'd think, 'What are you doing with your life? How can you just sit and walk and talk and laugh and do silly things

and not *do* anything?' I'd just feel, 'what about time? How can you waste so much time?' when I had so much to cram in. I look at my life now and think I probably would have relaxed more. I'm still a big achiever, I still do many things at once. But I think it's an abnormal work ethic. I play hard too, I just pack a lot in—I consider myself a 'life-a-holic.'"

"I REMEMBER GOING TO MY DRESSING ROOM AND JUST SOBBING"

"Was I insecure? Oh yes, absolutely! I mean, *you* try being a 14-year-old girl and they put you in an outfit—and, y'know, my mouth was too big for my face, my body was too small for my head—and then they throw you next to Raquel Welch! And the next week they stand you next to Farrah Fawcett and Cheryl Ladd and Jaclyn Smith: every week (on *The Donny and Marie Show*) it was another *babe*. And they were beautiful women. And I remember going into my dressing room and just *sobbing*. It was very hard to be always compared—because I knew people were comparing me—that was really difficult. And it bred insecurity.

"A lot of kids go through this, but they go through it in school, with their friends. I did it in front of millions of people every week."

"MY ONLY SHOWBIZ CRUSH— DAVID CASSIDY!"

"I didn't have a lot of crushes on famous people, 'cause I got to meet most everybody. I mean, Sly Stone once asked me out! It's one of those things where you're with people, you admire them, you work with them, you get to know them, then you're friends. But that said, I was kind of excited to meet David Cassidy. I was pretty young at the time, and he was at a recording studio where my brothers were. I remember I heard his clogs first. David wore them all the time and that's what I heard, those clogs coming around the corner of the studio.

"Then I met him and I thought, 'Gosh, he's not much taller than my brothers!'"

SECRET SISTER MARIE

"My *16 Magazine* column, Secret Sister Marie, wasn't just a front. There was a woman who traveled with me, Marge Burton—she drove me back and forth to places. And that's when we'd do the column, in the car. I'd tell Marge what I wanted to say and she'd write it. My mother would proof it.