

# ABC program is beamed straight to teenage market

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Getting teen-agers to watch TV isn't all that hard if you give them something they want to watch.

The guys at ABC-TV think you dig music (can't argue with that) and bright young personalities (after all, Here Come the Brides did bring about the second coming of Bobby Sherman), so come face to face with the Partridge Family.

One of the stars of the Partridge Family is David Cassidy, who plays the oldest Partridge kid in the clan. David's mother is played by Shirley Jones, who is really his stepmother (his father is actor-singer Jack Cassidy), which might be called type casting.

David, who is 18, says the show is about "a small town family who get into a situation where they become a rock group."

If that reminds you of the Cowsills, bite your tongue.

"The only similarity," says David, "is that the Cowsills and the Partridge Family are both families that sing together."

David, who digs Chicago, B.B. King and Jeff Beck in real life, gets to do a lot of singing on the show. The group has a single out, "I Think I Love You," with an album already released.

"I want to do as much as I can," says David, "and the comedy and singing is fun, but I really prefer drama. I've worked on Marcus Welby, Medical Center, Bonanza, Adam 12, The FBI, Ironside and a lot of other shows. But maybe the Partridge Family will make me change my mind."

There you have David Cassidy. You'll be seeing and hearing a lot more of him this fall.

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