

Joyce Haber in Hollywood

David Cassidy Effete Hasbeen, Magazine Says



THE Partridge Family's fond mama, **Shirley Jones**, is in a Mexican hideaway along with her personal representative, **Ruth Aarons**. And no wonder the ladies are in hiding just South of Acapulco. Shirley, of course, is her Partridge costar **David Cassidy's** stepmother, and Miss Aarons is also David's personal manager.

And the talk of show business is the current (May 11) issue of the underground newspaper, *Rolling Stone*. It features a rather effete and revealing (particularly in view of his teen-age fans) David Cassidy centerfold. David's hands, unlike **Burt Reynolds'** in *Cosmo*, are across his chest.

The story that follows the photo is also revealing of the teen-agers' Superpuppy in a rather distasteful way. David's language and behavior, plus his quotes about himself and his managers, Miss Aarons and **Jim Flood**, and about his female fans—notably one that's unquotable in a family newspaper—are enough to send anyone into retreat. Much less an on-screen mother (or offscreen stepmother) and a manager.

The story has pop-photographer **Henry Diltz** and editor **Gloria Stavers** (16 magazine) saying David's a hasbeen: "**Donny Osmond** of the Osmond Brothers is the new idol," says Henry. It also points up the young (he's 22,

going on 12) Mr. Cassidy's contempt for his fans and his outsize ego: "I AM (self-centered)," he admits. "It works for ME. Eighteen hours a day."

"Nor does the profile ignore David's grab-it business attitudes: "Listen, if they're going to buy lunch boxes, they might as well buy David Cassidy lunch boxes."

All of which made *Rolling Stone* editor **Jann Wenner** laugh delightedly when I called him: "You couldn't find a copy? Then we must be sold out." And all of which brings to mind the billboard that's risen on Sunset Strip. It shows **Bullwinkle** the moose reclining in the precise position **Burt Reynolds** took in the

Cosmo centerfold. The caption reads: "Burt Reynolds, eat your heart out."

Put-the-Blame-on-Haymes Dept.: **Rita Hayworth** takes exception to her ex-husband **Dick Haymes'** claim in an English bankruptcy court that he spent \$1 million to keep Rita happy (as reported here this week). "Honey, I paid for everything that Dick Haymes had to go through. I paid for all the legal things here in the States and his living costs. He had no money and no income. I saved him from being deported. He was an Argentinian who took off for Hawaii because it was part of the states—but then it wasn't. I went through that with him, too. I didn't cost him. He cost me."