

MUSIC

In all the world there are no greater and more enthusiastic star fans than members of the kidset ages 10 to 15. The so-called bubble-gummers and teenyboppers can and often have transformed Nobodies into famous Somebodies to be worshiped like godlings.

BUT—the objects of all this worship are running scared, knowing that their young following could at any time leave them in the lurch to glorify and sanctify new idols in the Temple of Entertainment. Deserved or not, this is the reputation the junior tribes have. The case of the Monkees is a classic example of their faithless fickle ways, ditto the Raiders and Beach Boys.

That's why managers, agents and business heads try to lead their teen-fave clients into longer lasting maturer markets, starting with college tours and aiming eventually at adult night clubs.

The Osmond Brothers have already been called back four times to the super-sophisticated Caesar's Palace in



THE OSMONDS LOVE WORKING with big stars like Jerry Lewis and Nancy Sinatra whenever they perform in Las Vegas. They can't wait to do in-person concerts this summer all over the country, so they can meet fans!

Las Vegas, the last time nearly stealing the show from headliner Jerry Lewis. Older audiences love the Osmonds, especially cute Donny. Mothers in the audience want to mother him and dads wish they had a kid of their own like him.

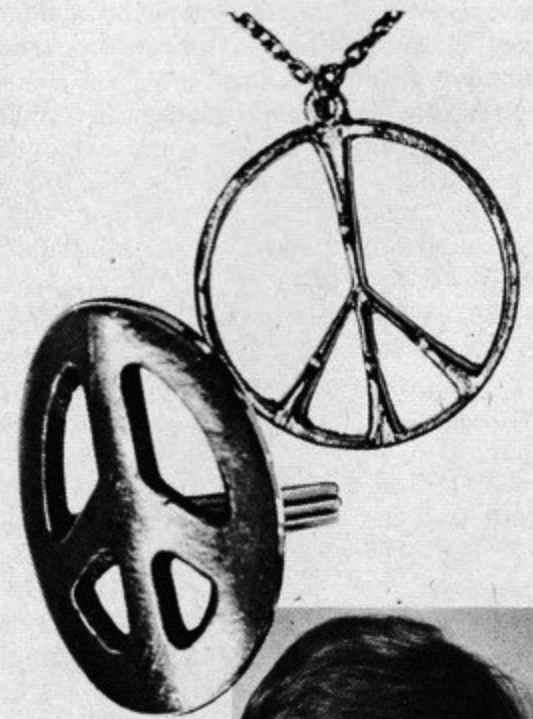
For the time being, both David Cassidy and Bobby Sherman are sticking faithfully to the female chicks who made them what they are today—superstars. Their one-nighter coast-to-coast concert tours during TV vacations were designed to hold the 10-15 fanatics in thrall.

It wasn't fair to David that his No. 1 hit discs didn't mention him by name and were credited only to the Par-

tridges. Everyone knows David's voice minted the gold. Bell Records, caught in the middle of a management and personnel hassle, compromised. Future recordings will read, "The Partridge Family Featuring David Cassidy and Shirley Jones." That's better than nothing.

"Cried Like a Baby" was a gold-grabber for Bobby three weeks after it reached the record racks. There's no end to that cat's vim, vigor and vitality. Besides starting his new TV series, see above, Bobby finished his own LP, "Portrait of Bobby," produced an instrumental album for the Boon's Farm Band (ex-Sugarbaires), the 7-piece ork that often backs him on the live

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