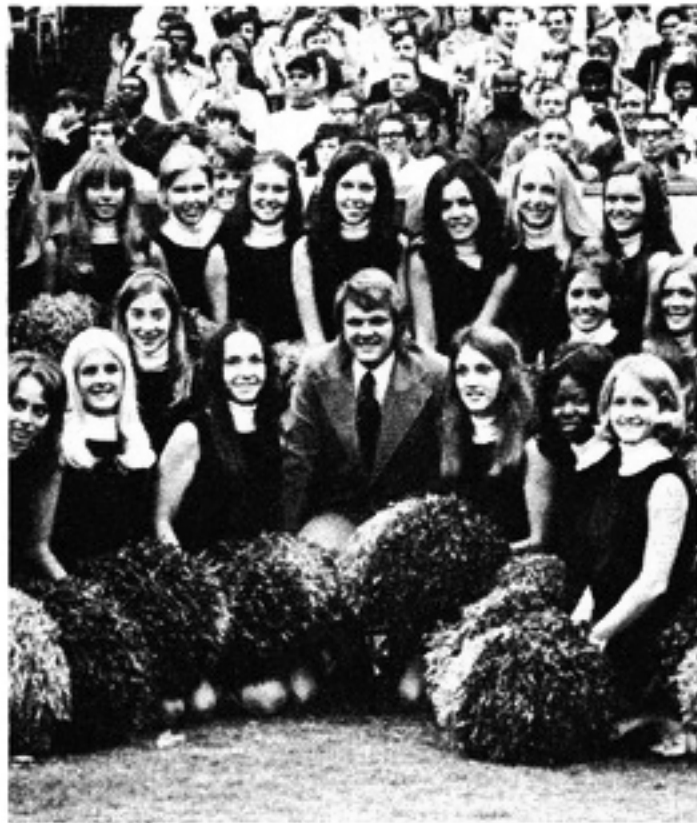


"We're sure these three girls will become a gigantic force in the business of entertaining," Wes says. "They'll reach all age groups but are fine-tuned to early teenagers. They've got the looks, sound and performing style like nobody before them."

Well, well, we'll see.

"Bubblegum" is the trade name for music tailored to the ears of "teenyboppers". Maybe those words are a condescending put-down of youth mu-



TOMMY ROE poses with the Atlanta Falcons pom-pom girls after singing the National Anthem prior to the team's football game with the Los Angeles Rams at the Atlanta Stadium.

sic, maybe not, but younglings know what they want and get it. Where the money is, is where the money-makers go.

Mused David Cassidy: "I suppose you can dub the Partridge records as bubblegum but I think it's better than most. I call it sophisticated bubblegum. What it's not is George Harrison and that's what I want to be doing some day—and what I will do."

Merrill Osmond: "The Osmond Brothers and the Jackson 5 sounds have certain similarities though one doesn't ape the other. It's not quite bubblegum and it's not heavy—it's a middle-of-the-road thing, more into rhythm and blues."

Mick loves Jade. Fortunately the new Jagger daughter is a whole bunch prettier than her old man. Mother Bianca's status as the raving beauty of the Jagger family is now threatened. Having taken private lessons, Mick earned his diaper school diploma ahead of time and he's a whiz at formula feeding too. Jagger is just a natural-born dad.

Though rock groups still dominate the concert world, the strong and heavy trend is towards softer sounds sung by individual singers, say Steve Wolf and Jim Rissmiller. They ought to know as their Concert Associates books the acts that can easiest fill vast auditoriums. Solo starrers James Taylor, Leon

Russell, Carole King, Kris Kristofferson, Elton John, Melanie, Bobby Sherman, Rod Stewart, Joan Baez, Dave Cassidy and Judy Collins can sell as many tickets as most rockbound music aggregations.

Melanie performs more benefits than any other melody maid. Guess Who's single: "Sour Suite." Jesus Lives: "Judy Sill's new release is "Jesus Was a Cross Maker," and David Rea titled his Capitol elpee, "By The Grace of God."



SONGWRITER PAUL WILLIAMS, who wrote "We've Only Just Begun" by the Carpenters and "Just An Old Fashioned Love Song" by Three Dog Night has just released his own album on A & M.

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