

And from America of course, has come David Cassidy, the Osmond Brothers and the Jackson Five. The time it seems, is right for these new idols—previous American teenybop stars such as Bobby Sherman made no effect at all in Britain.

Cassidy in particular, is reaching fervor proportions in his appeal. He recently made a promotional visit to Britain and stayed on a yacht anchored in the middle of the River Thames, which rapidly became the focal point of a pilgrimage of young fans, many of whom attempted to swim across to the yacht. His latest single, "How Can I Be Sure," has topped the British chart, replacing Slade at number one and still keeping T. Rex at number two.

Donnie Osmond also topped the chart with "Puppy Love" and threatens to do the same with his follow-up "Too Young." Osmond however, was virtually unknown in Britain until the group's recent appearance at a Royal Command concert. Now the Osmond Brothers are assured of a very big, receptive audience in Britain—the group's cartoon series, together with the similar Jackson Five series, are both scheduled for British television and ardent Cassidy fans are presently campaigning for the return of the Partridge Family television series.

The vital question of course, is whether the present success can be sustained. Certain artists, such as David Bowie who appeals to a wide rock/pop audience, have shown enough creative potential to continue today's momentum, but in the final analysis only time will tell.

One thing seems certain however. The Mott the Hooples, the T. Rex's, Slade's, David Cassidy's and Osmond Brothers have become an important factor in the British music industry.