



# YOUNG SOUNDS

BY JEFF KWI

This week, something that needs talking about. The "fan" magazines that some of the younger rock fans have made a ritual of reading. I was paging through one that is about two years old, and for the first time, it hit me just how ridiculous these things are. I used to buy one occasionally, some years back, and couldn't find much wrong with them. But now, as you might notice if you leaf through one, they are, for lack of a better word—stupid.

Not wanting to name any particular magazine, I thought I'd point up some of the phony things you get when you put your money down for one of these things.

Going through this one, we of course find David Cassidy. And of course, no fan magazine would print an issue without including David, Donny, Bobby, or The Brady Bunch. From a business standpoint, this is only right because that is what their customers want to read about, and will pay money for. And this David Cassidy feature had him answering mail from readers. I'm not denying that the letters actually came to David, but I sincerely doubt that he answers them. It's just not practical. Cassidy is a very busy person, as you know. What with taping his show, which has been renewed, and his concert tours, and his recording, and the money he's making from that, I don't see how he has time, or even would want to do this for a magazine. And funny thing about his replies to the letters—every one of his answers includes a plug for the magazine, and its upcoming issues. I just don't think David would consider these commercials that important to his answers.

Next feature I see is a fantasy about some girl getting to meet Bobby Sherman. They admit that this is a story, but that doesn't make it right. Its purpose is to put you on a little, making you a little envious of this fictional character, which of course, works every time, folks.

I was wondering where The Osmonds were all this time. I found them. In their feature, they are all supposed to be writing about each other, telling readers about themselves. They too, are kind of busy to be doing this type of thing for all the fan magazines that advertise that they've done it. Funny thing, their writing styles are a lot like David Cassidy's.

I'm not even going to discuss the 50 Flaming Fax on Barry Williams. He is on my list of unmentionables for this column.

Later, we see Maureen McCormick of the Brady Bunch growing up in pictures. That's fine, except that she is plugging that fan magazine again, reminding you to be back next issue, which she refers to as an "ish."

In a continuation of Letters to David Cassidy, one of the readers conveniently asks if David has a favorite "something." Silly, of course he does. It's his basketball shirt that he wore in junior high. "I have decided to do something very special, just for ————readers, with this shirt in the near future." I left out the plug he gave the magazine, but it seems strange that the shirt is so special to him that he will give it away (as the magazine did) to a perfect stranger. Sure, it would create a lot of reader response, but why should HE worry about that.

Another Osmonds feature invites you to their "Clubhouse." Wow. It seems that we're getting more ridiculous as the magazine goes on. The Osmonds plug the magazine 11 times, and mention that they will have 2 television specials. These two specials never got on. Now don't you think that they'd have the sense to hold off any announcement on the specials until it was a sure thing? I think so. The magazine gave itself away that time.

The Cowsills confess that they're girl crazy. That's really earth-shaking. We'd be more concerned if they didn't say that.

And what do we have here? Susan Dey of The Partridge Family, writing about her associates. Again, she gets in the commercials, and she also refers to coming editions as an "ish." They all talk that way I guess. Or whoever is writing these does.

David Cassidy's Secret Diary is up next. I'll bet he has never kept a diary, and if he did, he wouldn't make it public unless he was money or publicity hungry, and he's neither....And lastly, the questions section, which gives perfect lead-ins for commercials. "Where can I get your new book.....?" "I really enjoyed that book that we can get by mail from you....."

No doubt about it—the only place you can get factual, true, information, and authentic interviews is in "Rolling Stone." Oh well, see you next "ish."

Number one from WCFL this week is "Back Off Bugaloo" by Ringo Starr.

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The author, a Galewood resident, plays in his own rock group, "BLUE SOUL."