

DAVID CASSIDY

WHAT is the essence of a superstar? How can we define that extra-special 'something' that marks someone out from the galaxy of stars right at the top of their sphere at any given moment in time?

I think the answer to that must be simply: No, we can't define it. Because part of its very special magic is that we feel and respond to it without ever being able to pin it down and 'define' it in so many words. We may be able to describe and explain something 'good', but something 'great' goes one step beyond that point and leaves us impressed but still in wonder . . . it's just that bit too much for us to grasp.

even while we are fully open to its tremendous impact.

But, the fact that we can't 'define' a superstar doesn't prevent us in the very slightest from recognising the superstars of our time!

This is what gets a lot of these un-hip folk confused.

They think it's the big publicity, the phenomenal record sales, and the hordes of hysterical, screaming fans that make a guy into a superstar!

But they're wrong.

FOLLOW ON

The guy's a superstar first, and all the rest of the trappings follow on from that. You can't manufacture superstars.

... If you could, it's a dead cert, some bright business brain would have opened a factory by now and be turning them off the production line by the thousand every week!

No.

I think that perhaps somebody with a bit of talent and a lot of determination might be able to make himself into a star of the second rank, simply by making the most of what he's got and by working really hard at it.

PEAK OF POP

But that's not the sort of guy we're talking about—the one who soars to the peak of pop and overshadows everybody else to dominate that decade as THE superstar of his time. The guy who does that **must** be born with a spark of magic inside him!

You can see it as far back as stars like Frank Sinatra and Elvis Presley. O.K. That may feel like an ancient history lesson and they may not be your type. But there's still no going against the fact that they were the true greats of the 40s and 50s.

