

# David's Place In Pop History

**E**very age has its hero. Before pop music began, people looked to the cinema to provide them with talented, good-looking people to admire. The movie star who probably got the nearest to pop-star style fan-worship as we know it was James Dean! But as soon as pop music got truly underway in the Fifties, people

forgot their James Dean walk, their Humphrey Bogart voice, and found new things to take their place.

It's impossible to say just what it is that makes people take one particular star to their hearts rather than another. Why with so many other handsome, talented young men around, did we all fall in love with David? I suppose the answer is that he has some kind of magic about him, something we can't explain but which

really does something to our hearts. The funny thing is that, looking back over history, there's a pattern that repeats itself so that you can almost predict who the next hero will be.

Let's go back to the Fifties for a minute. Most of us probably can't remember much about that time! Yet it was that period that established the pattern I'm talking about. Looking at the British singles charts in those days, the musicians who figured in them more frequently than just about anyone else were Elvis Presley and Cliff Richard and the Shadows. They covered the two extremes of the market. Elvis was the one who set the fashion trends with his skin-tight glittery suits, the remote, untouchable superstar who people like Alvin Stardust and Gary Glitter now try to emulate, whilst Cliff and the Shadows were the 'boy next door' musicians, the ones who made everyone feel "I can play and sing as well as that," and set the next generation of musicians in motion.

One solo star and one group! Just like the contrast in the early 'seventies, where you had on one hand groups like the Osmonds and the Bay City Rollers and, on the other, the solo star—who else but David Cassidy!

## PERFECT BLEND

The mid-sixties brought the Beatles and the Rolling Stones, both groups setting their own trends in clothes and haircuts. While there wasn't one particular solo star stealing the limelight at this point in time, everyone had their own favourite Beatle and most people fancied either Mick Jagger, as the sex symbol of the Stones, or Brian Jones as the best looking and, somehow, the most 'boy next door' member of the band.

So you can see the pattern that's beginning to emerge. The biggest stars fell into one of two categories, either the person who seems most real, who you feel you could bump into in the street, or the person who is so glamorous they seem totally unattainable. Obviously one day a person was to emerge who was the perfect blend of the two, and that person, whoever he should be, would be such a mammoth star that it was hard to imagine the extent of his popularity.

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