

Cassidy's Manager:

Holding Back For The Long Haul

NEW YORK — To manager Ruth Aarons, the managerial role is hardly that of "hand-holding, 4 O'clock analysis and providing cups of coffee."

It is, utilizing her many years as a guiding light for such talents as David Cassidy, Shirley Jones, Jack Cassidy and Celeste Holm, a process of nurturing talent so that they emerge

Col's Sylvia In New Writing Plans

NEW YORK—Songwriter and singer Sylvia Fricker, half of the Columbia Ian & Sylvia duo, is drawing upon her experiences as a child and a performer to write two books, one a novel and the other a cookbook.

The novel, as yet untitled, deals with her younger days, growing up in a small Canadian town. "Song-writing has caused me to truly distill whatever I say into as few words as possible," Sylvia explained, "so I've planned this work as a series of very loosely connected short stories, not unlike what happens when songs connect together to make a record album."

The cookbook, also untitled at this time, is being co-authored with actress Neulla Fitzgerald, a long-time friend. "This book is based on convenience. Both of us are married, working and have families who are demanding enough not to enjoy sitting down every night to wieners and beans. Restaurant eating on a regular basis becomes boring when you're on the road constantly, and so we've had to learn to make things quickly with a minimum of ingredients and utensils that are still interesting to eat."

Sylvia and husband Ian Tyson have released their second Columbia single, "More Often Than Not" b/w "Some Kind Of Fool," the theme song from the syndicated "Ian Tyson Show" TV program on which wife Sylvia is a regular guest.

New Offices & Officers For AT

NEW YORK—Audio Talents, Inc., a management and production company, has elected Robert A. Fischer and

as a "one of a kind" in a well-rounded show business light.

In the case of David Cassidy, running a hot streak as a star on "The Partridge Family" and on recording spin-offs from the show, it can mean turning down numerous concert, TV, theatre and movie offers in order to "wait for a greater span of audience." While Cassidy's audience today consists mainly of youngsters, Aarons is, nevertheless, highly selective in making up Cassidy's agenda of sure-fire, youngster-oriented appearances. She, for instance, did OK a Glen Campbell Show appearance, set for Oct. 26, on the basis that the show has an audience span of 18 to 50 year olds. By being "greedy and gobbling up the pie too fast," she explains, "the business can pick the bones of a young talent like David and leave him in an empty parking lot six months later." She sees no reason why a decade from now Cassidy cannot have established himself, at 31, as an actor on the order of today's Dustin Hoffman or Steve McQueen.

It is this philosophy that has marked her association with her older clients, who emerged in one area of the entertainment world to a broader base. "The more diversified talent is, the more it can last," she notes.

Admitting that "I know what I don't know," Miss Aarons' association with Cassidy has had "observing" the record business over the past year. And relative to her concern about artist longevity, she feels that competition in TV "is like Mary Poppinsland compared to the recording industry." She feels that Cassidy's recording career is well taken care of in the hands of Wes Farrell, Cassidy's producer, and Larry Uttal, president of Bell Records.

She also believes in the "Think Tank" approach to an artist's career. Her Aarons Management activities on the west coast, run by Jim Flood, is closely coordinated with the William Morris Agency, and press rep Lee Solters in the east. An important event in Cassidy's recording activities takes place this week with the release of his first single "Cherish" as a solo artist. While an LP has been completed, no date has been set for its release.