NEW YORK—Four Lads celebrate their fourth anniversary April 10. The boys, who have been singing together since their choir days in Canada, are currently one of the hottest groups in the country.

Under the personal management of Mickey Stewart, they've developed steadily to their current status where both in personnel appearances and in records, they are a smash.

The group, which is composed of Frank Busseri, Jimmy Arnold, Connie Codarini and Bernie Toorish, began on records backing Jimmy Day. They quickly graduated into making their own disks and since then have had several hits including "Istanbul" and their current "Place Where I Worship!"

Norman Granz Adds Personal Management

NEW YORK—Norman Granz has added a new activity—personal management. His first client, whom he signed to a long-term management contract about a week, is singer Ella Fitzgerald who has been a major figure in the jazz world for the past several years, has been featured in Grant's Jazz at the Philharmonic concert tours through Europe and the Far East as well as the U.S. and Canada. Currently appearing at Loew's, Ella's bookings are handled by the Gale Agency.

One of the leading figures in the jazz recording field with his Clef and newly formed Norgran labels, as well as the outstanding appearances by Ella in the jazz concert field, Granz plans to maintain personal management activities on a highly select basis.

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『What's in THE CASH BOX That Counts』

NEW YORK—Buddy Dees singing star has burst through with his new hit.

A few months ago, "Are You Looking For A Sweetheart," which was a non-hit or less a sleeper and made huge as her first session for Decca, hit the quarter-million mark in sales. Her recording has been called a potential million seller, and things Mean A Lot," which is well up on all charts this week, is a sure thing to at least double that figure and probably go way beyond that. This indicates that it will hit the million mark.

Kitty came to Decca after a 3 year period with Mercury.

Upon uptaping with Decca, Milt Gabler, A & R chief, contended that Kitty's potential as a ballad singer had never been fully explored and decided to go the sweet song route with her. "It's been paying Handsomely ever since.

Next week, April 30th, Kitty takes off for Chicago for a 2 week stay at the Chicago Theatre and immediately upon closing planes back to New York for appearances on the Perry Como show May 14th.

Reactive Music Firm

NEW YORK—In Pan Alley this week saw the reviving of musical song writer Wilford Robison's Deep River Company, Morris Diamond will handle the professional chores in addition to his promotion activities. Robison has written some hits in the past as "Old Folks," "Cottage For Sale," "This Smoke Is Reed," etc.

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