

The Cash Box

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Syd Nathan, president of King Records, watches Hank Ballard as the artist displays his winning "finger-poppin'" technique. "Finger Poppin' Time" is the title of one of the country's biggest pop teenage hits which Ballard and the Midnighters recorded under the King banner. Ballard has been turning out one hit after another, hitting consistently in R & B. "Finger Poppin' Time" establishes Ballard as a pop threat. The Ballard-Midnighters combo has four albums available on King. His latest single is "Let's Go, Let's Go" b/w "If You'd Forgive Me."