

# Black Record Artists

## Say Music Is Colorless

More and more Black record artists are finding a buyer's market with White record buyers, is the opinion of several Atlantic record company executives.

Much of the increased sales are due to the advent of FM radio, said Hillery Johnson, vice president of the label. In addition, said Primus Robinson, such Black oriented FM stations as New York's WBLS, Washington, D.C.'s WHUR and Philadelphia's WDAS can be credited for advancing this trend.

Embarking on a "Soular System" campaign, they found local record retail stores, both Black and White, receptive to their company's fall release of rhythm and blues, jazz and soul albums.

Robinson said that back in the 60's when 45 singles dominated the Black market, they served to isolate the artists to a limited audience, both on radio and in personal appearances. But this situation changed with the advent of albums.

"I find," said Robinson, "that Whites purchase LP's now without regard to color. Known as "crossover," it has opened wide, better engagements for Black performers in places they never played before. It had to happen soon-

er or later."

At the same time, he pointed out, Black record buyers are discovering White artists. Many stores in Black communities report their sale of White records are as much as 25 percent of their total sales.

Such Atlantic record artists as the Average White Band; Jean Luc Ponty, Mike Theodore and Bette Midler get plenty of jukebox spins in the Harlem of any town. Not to mention discotheques frequented by dancing dudes and their girls.

Johnson predicted that the November releases of Atlantic albums will be the biggest in history. They include top performers such as The Trammps, Spinners, Blue Magic, Roberta Flack, Jimmy Castor, Cerrone, Slave, Boney M., Frazee-O, King Errison and Chic.

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