## They're Really Brothers!

They've been on the music scene since 1959, when they recorded "Shout." There were only 3 then.

## By KIP BRANCH

"We're a family before we're a group," remarked Marvin Isley as he sat in his hotel room in Washington's L'Enfant Plaza before he and his brothers -Kelly, Chris, Rudolph, Ronald, and Ernie - The Isley Brothers left for their performance at the Capital Centre in Landover, Maryland.

For 20 or so odd years, The Isley Brothers have been writing and recording songs that have raced up the popular music charts. The real life lyrics of their songs have not only conveyed messages about life to people, but they have also brought this unique singing group success that cannot be overlooked!

Something Special And the Isley Brothers, as performers and individuals are something special. They are a six man family that has reached and

are living a family dream. "My father loved the Mills Brothers," Marvin went on, "he wanted to have four sons to replace them (the Mills Brothers).

"My mother was the organist of the church in our community, and she took my older brothers around singing in Cincinnati where we're originally from.

"One day one of my brothers, Vernon, was on his way home from school on his bicycle when his bike hit a big rock in the road. He broke his neck as a result of the fall and died.

"At this point we almost stopped singing — and shortly after the accident, my father died from natural causes. From that point on my mother took over and she's still with us."

Six-Man Group In 1959, the Isley Brothers recorded "Shout" which featured PAGE 12



INTENSE — Is the way the Isley's look before going on stage. From left to right - Kelly, Ronnie.

Chris Jasper, Ernie, Rudolph, Marvin and

three of them, Ronald, Kelly, and Rudolph. Next came "Twist and Shout," and in 1969, the other three brothers who now make up the six - man group - Ernie, Chris, and Marvin joined.

"My brothers were born to sing," Marvin went on. "We've all studied long and hard."

What is the formula for the success of the Isley Brothers? "I really can't credit our success to any one thing," says Marvin. "Like a lot of things we do, we don't know it until it happens. But, he adds, "you have to be ready for it when it happens.

"Our music is about a positive message. It sometimes comes out as a political statement or sometimes as a philosophical

"I think that because our music is serious to us, it means something to other people. We don't tell you to go out and do a thing because it's the thing to do - but rather, we just try to translate what's happening."

The Lyrics Durability is the word that can perhaps best describe the lyrics of Isley Brothers songs. The words that make them up are tinged with emotion, with a depth that ranges from the heartbreak felt over the loss of a lover, to the triumph one feels when he reaches a personal

This lyrical durability has marked the Isley Brothers career, and it is one that has been

triumphantly recognized by their millions of listeners.

Ernie, Chris, and Marvin are credited for most of the writing. and says Marvin, "We try to write universally - to write songs that will appeal to you whoever you

"I was just fooling around when I wrote the lyrics for 'Groove With You which is on our latest album 'Showdown.' I wrote it in about five minutes.

"I was just singing and about to stop when I asked one of my brothers to listen to the words. He said 'don't stop' and that's how 'Groove With You' happened."

The Youngest Marvin who is the group's bassist is only 24 years old. When

## -Isley Brothers

Today, Mervil Johnson is well on his way

He's already been graduated by Texas

to the career he dreamt about - international

Christian University in Fort Worth, where he

This 24-year-old Texan completed his

d'Administration des Entreprises (the school

What made his year abroad possible was:

Mervil was one of 66 ITT Fellows in the

participated in the honors program in both

advanced studies in France at the Institut

of business) of the Université de Nice.

an ITT International Fellowship.

French and Spanish.

asked how much peer pressure or influence is exerted his way by his brothers he replied: "I was accepted by my older brothers when they saw that I was serious about what I was doing."

music business there are a lot of people who can do what you're doing so you have to stay on your

Ernie, Chris, and Marvin attended college at C. W. Post in Long Island, New York. "A lot of

experiences happened while we were in college," says Marvin. "and a lot of what our college life was all about is in our songs."

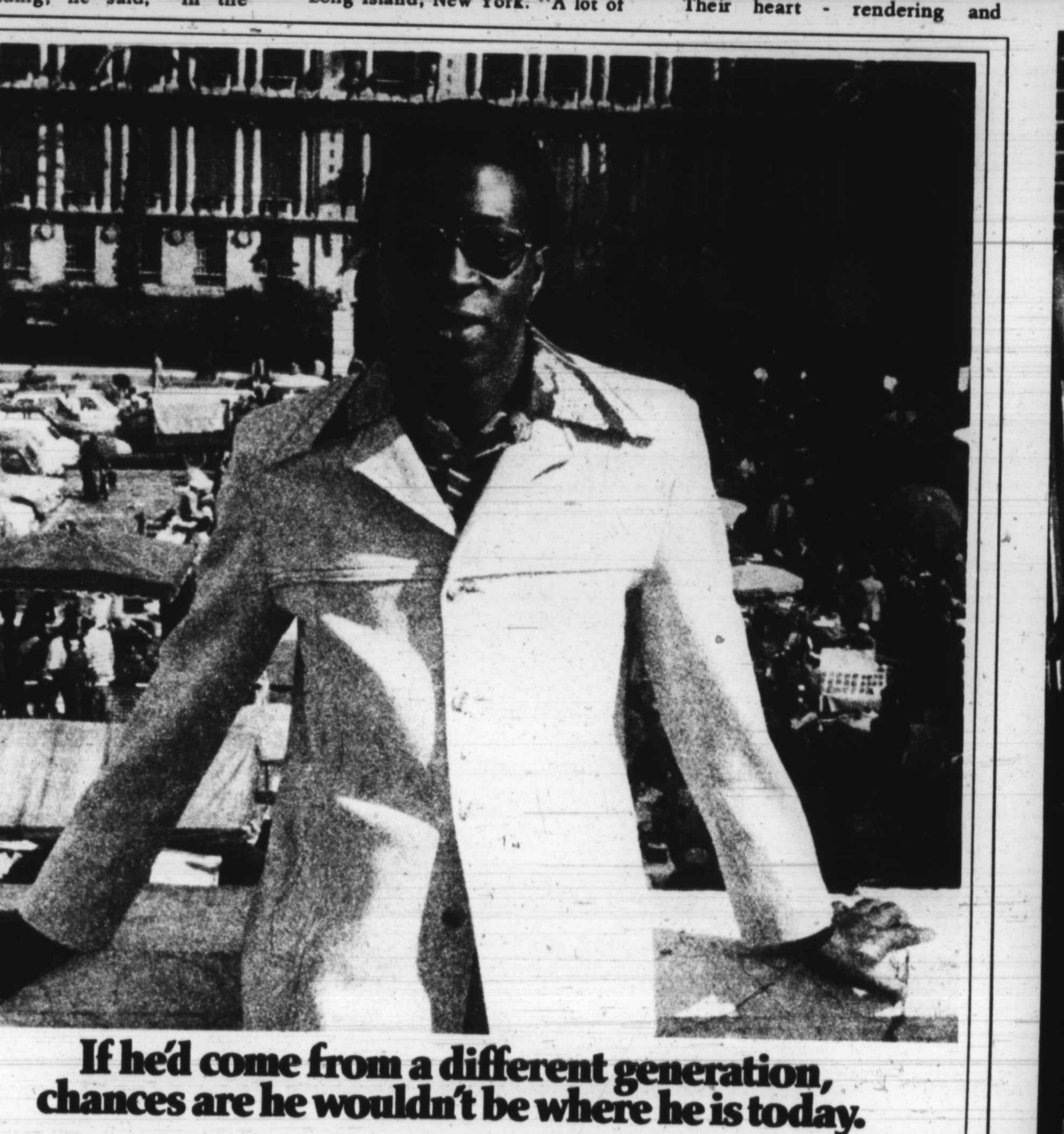
Stardom and public recognition surround the Isley Brothers at their every turn. The endurance that their music exemplifies can only be called a phenomenon. Their heart - rendering and

poignant songs tell of the many paradoxes of life.

Recognition

Says keyboardist brother Chris, "A lot of what we're trying to show is for our people. Public recognition feels like one of the things you have been trying to accomplish that has been ac-

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"It's the thing that opens doors for him" SNEAK PREVIEW — Next month in DAWN Magazine The best ideas are the we print a photo story by ideas that help people.\_\_\_\_\_ ace photographer Rahsaad! This is just a

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, NY 10022

class of '76. Half were American graduates

In all, over 300 young men and women

have been helped along in their careers by the

certainly none typifies better what the program

His mother, who has six other children,

sums up what education means to her son

ITT International Fellowship Program. But

who went to study abroad, the other half

foreign students who came here.

is all about than Mervil.