

THE ENTERTAINMENT SEEN

Joseph "Run" Simmons Doing it His Way

The truth can finally be told. Bill Adler in his new biography of Run-DMC "Tougher Than Leather," reveals that if it had been up to Russell Simmons alone, Run-DMC might never have happened. The manager of the group and the older brother of Joseph "Run" Simmons,

world as DMC. At the time, late in the winter of 1982, Russell was having a lot of success with an artist named Kurtis Blow. Russell had brought the

Run thought he was ready to re-record, but Russell wasn't so sure. "It's funny," Russ says now. "I didn't have enough belief in my own brother. I knew how good he was, but it just didn't occur to me that he could be a star."

And whatever his reservations about Run, Russell was sure he didn't like DMC. "I always thought

like, D would recite some of his own rhymes, which Russell hated. "It's too hard, it's too aggressive, it's not commercial," complained the aspiring young business tycoon.

Run would immediately jump up in Russ' face. "You dummy!" he'd scream at his older brother. "DMC's the best rapper in the world!"

For a while, Russell was unmoved. His idea was to create a group called the OK crew, which would consist of musician Larry Smith, a white English woman named Blue (who booked a rock-and-hip-hop club in downtown Manhattan)—and Run.

Run wasn't going for it. He insisted on DMC, and Russell finally had to give in. Their first record, entitled "It's Like That," came out in the spring of 1983. Two weeks after its release, it was on its way to becoming a smash hit, and Run-DMC was launched. Run enlarged

the group with deejay Jam Master Jay, an old friend from the same Hollis, Queens neighborhood in which they'd grown up, and they hit the road. The OK Crew would remain a pipe dream. Run-DMC had work to do.

Pictured are the members of Run-DMC when they were twelve years old.



Joseph "Run" Simmons

Russell, who was then a young concert promoter, never thought about making records with Run and absolutely hated the rapping style of Run's friend Darryl McDaniels—who's now better known to the



Darryl "DMC" McDaniels

then 12-year-old Run into show business in 1979 to work as a deejay and a partner in rhyme for Kurt, who was then Russ' only client. "Run wrote a lot of rhymes and talked a lot of stuff right away," Russ recalls. "He was def." After several years' worth of seasoning, and after finishing high school,



Jason "Jam Master Jay" Mizell

Kurtis Blow was corny and I told Russ so," DMC remembers. "That's why Russell didn't like me—'cause he had Kurtis, and Kurtis was getting the money."

To show the kind of thing he did



Dancer: Bobby Fother

Photo by M. Johnson

"Artists' Night Caberet" at Cafe Nu-Attitudes

Bobby Fother, a 1987 Oregon Arts Commission recipient, will feature some of his work in dance at Cafe Nu-Attitudes: "Artists' Night Caberet", Sunday, September 6, 1987, at 7:30 p.m., 319 S.W. 11th, between Stark and Burnside, Portland, OR 97205.

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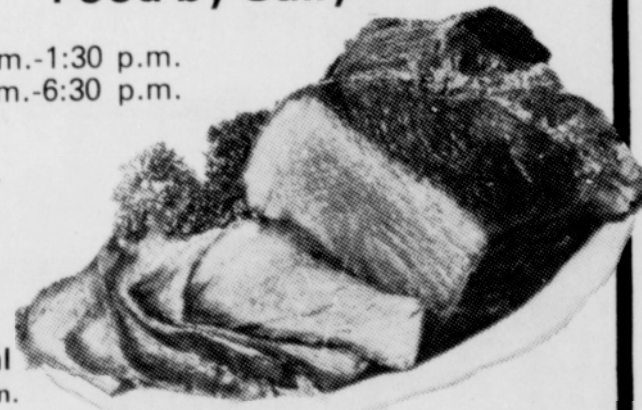
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