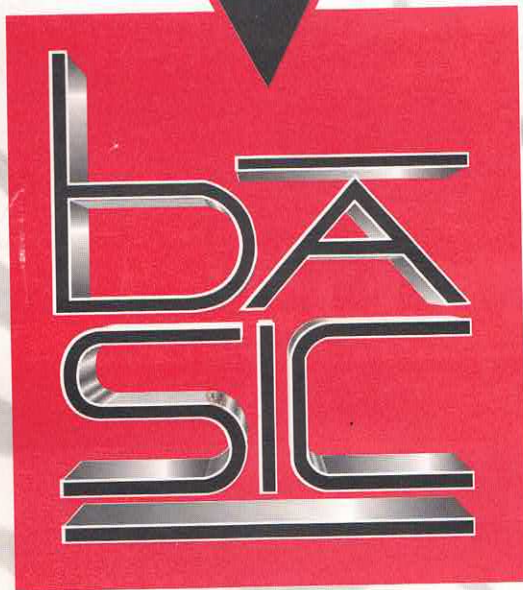


ANNIVERSARY



BROTHERS

1982 - 1997



Welcome.

Please step this way...

A Quick Glance of 1982

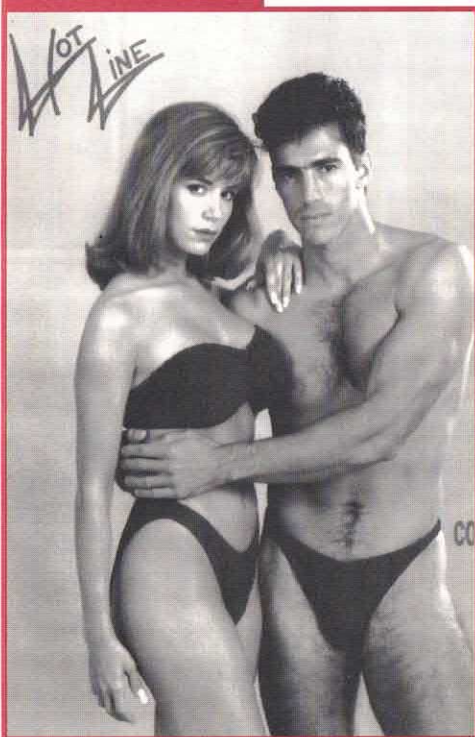
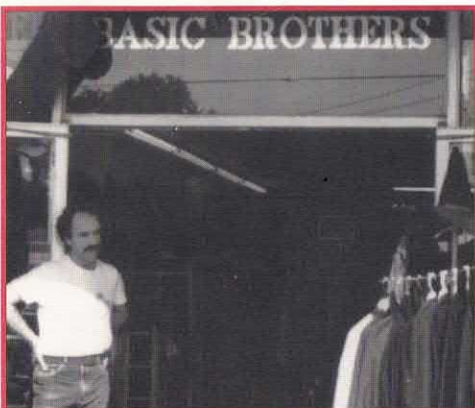
What do you remember about 1982? Ronald Reagan as president? Houston's boom fizzling out? The marvels of the Space Shuttle? Those memories are misty now. However, an exciting phenomenon with staying power happened right here in Montrose in 1982 when business and life partners Richard Wiederholt and Jerry Prox opened your Out & Proud clothing store in the Montrose Community. The phenomenon? Basic Brothers!

February 1982, 1625 Richmond Avenue

Where Your Out and Proud Clothing Store All Started

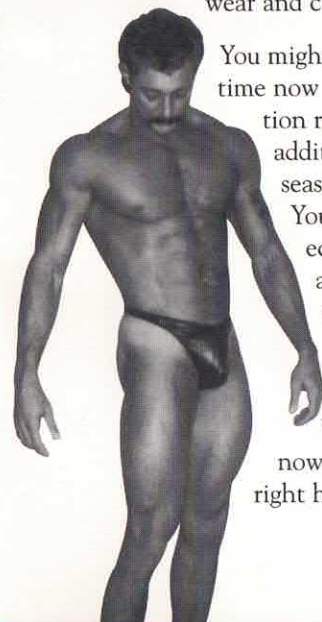
Announcing the opening of Basic Brothers, a basic Montrose community resale shop. We carry fabulous rare, eclectic, and just-like-new selections of tuxedos, US Army surplus, and Levi's 501s. And—please—try on some shoes—they're already broken in!

Just don't confuse resale clothing with questionable quality. You'll find more fantastic items here to suit your various states of dress and undress!



We've Moved! Visit us at 1220 Westheimer

It's hard to believe that just 7 months after we opened, we needed more space (thanks to you). We've opened your Out and Proud Clothing Store at 1220 Westheimer because we needed the space for wider selections of fashionable clothing. That's right, we've expanded our resale inventory and we're happy to announce a whole new section to the store—formal-wear and costumes!



You might want to take some time now to let your imagination run wild with new additions to your soiree season wardrobe.

You'll find the most eclectic costumes and fabulous formals to establish and express your unique persona.

What you wanted is now available. You'll now find pretty much all you imagine and need right here.

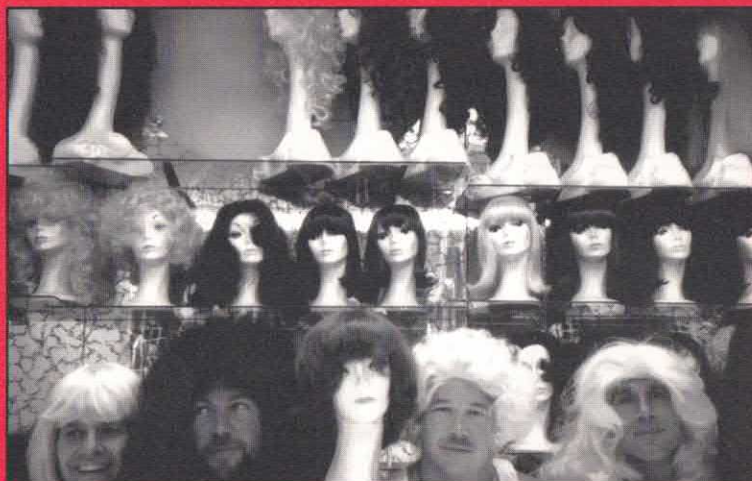
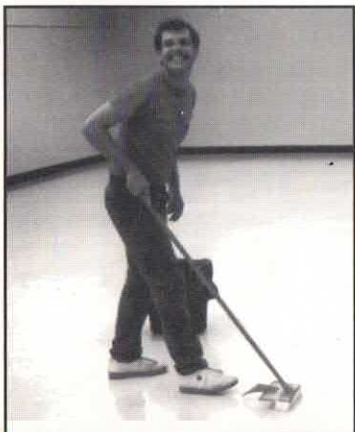


Fast Forward to 1984. Pause.

Basic Brothers is Hotter than Ever!

Co-owner Jerry Prox learned to sew. Sew so well in fact that he created our own label swimwear, thongs, gymwear and costumes. He calls it Hot Line! Chances are you won't find this kind of bold and daring active wear anywhere else in the city. Why? Because Jerry takes into consideration what appeals to the customer, you know, fashions a little avant garde, things a little outrageous. Things our diverse clientele expects of Basic Brothers.

Basic Brothers is a growing thing and during the next two years time didn't just drag by, it...



...Dragged into 1986!

Blonde one day, red the next or brunette anytime. How is that possible? Saunter over to the wig wall and we'll show you how! Choose your hair, add gloves, high heels (man-sized of course), and makeup for the perfect impersonation of your alter ego.

Of course you still have our tried and true inventory of Hot Line active wear and used clothing.





Now Let's Go! Drag Yourself to 1987

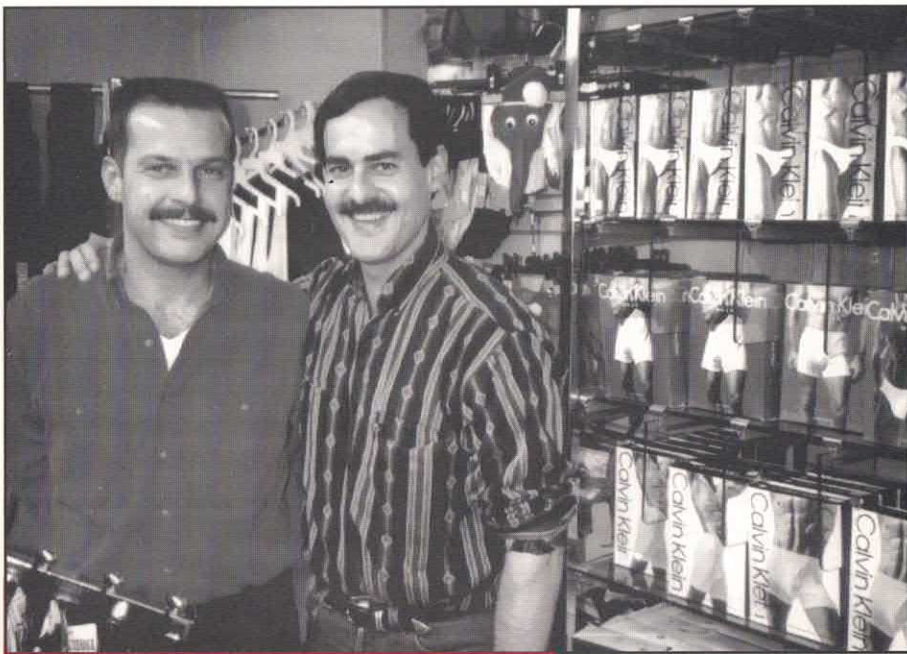
We've moved your Out & Proud Clothing Store to 1232 Westheimer, only a few paces down the sidewalk.

And this year, we're saying *arrivaderci* to our used clothing inventory to make room for the latest in swimwear, exotic dancewear, casual wear, costumes and more drag. Take your time. Feel the fabric. Try anything on.



And There's More Hot Line Available

Jerry expanded the Hot Line label into a manufacturing company! More Hot Line means we're a force to be reckoned with in the design and production of the hottest swimwear for men *and* for women this side of the Mississippi! The success of Hot Line swimwear gave us the idea that manufacturing exotic dancewear has national appeal too. So, we're making our dreams come true with our sights set on the national eclectic clothing market demanding more than fashion available at chains across the county.



So in 1988 Basic Brothers is Going National

With a mail order business based in your community, we're bringing our signature cutting-edge fashions to the masses in the USA! Thanks to the loyal support of the Montrose community, we're elated to expand into the retail, wholesale, and manufacturing business to compete with the wares of what big national stores *think* you want. So whether you're in New York, Miami, Chicago, Denver, or Los Angeles, you'll recognize the Montrose community's own Hot Line label.

If it's successful from coast to coast, maybe, just maybe...



We'll Go Abroad

Wow! By 1992, we sported a new 16 page full-color catalog for new and numerous customers in the USA, Europe, Japan and Mexico. We've added ten sales reps for a little more than 500 retailers and we now employ six seamstresses. In addition, our retail mail order business has grown to more than 5,000 customers.

Jerry passed on to another plane of existence in 1989, leaving Richard to man the helms of all three businesses—Basic Brothers Clothing Store, Basic Brothers Mail Order Co., and Hot Line Manufacturing, Inc. If that sounds like a plateful, you're right. So Richard is selling Hot Line as well as the mail order business to focus solely on our Montrose Community store.

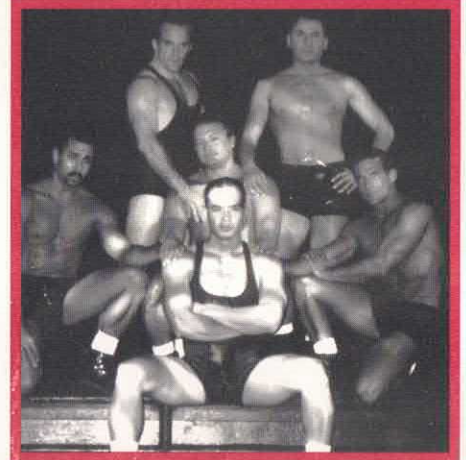
That means you've got our full attention! We are pleased to be more Out, more Proud with a full inventory of Pride Merchandise. T-Shirts, rainbow flags, keychains, stickers. We keep giving you more reasons to shop Basic Brothers first! And we're taking our act on the road with fashion shows throughout Houston and Galveston.

1994.com

Basic Brothers High Fashion Meets High Tech

For your shopping convenience Basic Brothers instituted the latest Barcoding and Point of Sale and Inventory systems in order to make receiving and selling merchandise more expeditious. Of course these changes may be invisible to most of our customers, but its implementation was done with you in mind: to serve you better.

We became the Basic Brothers that we are by listening to what our community wants and by taking the risks to try out new things. So just when you thought you had us pegged, we've continued to evolve and by 1996...



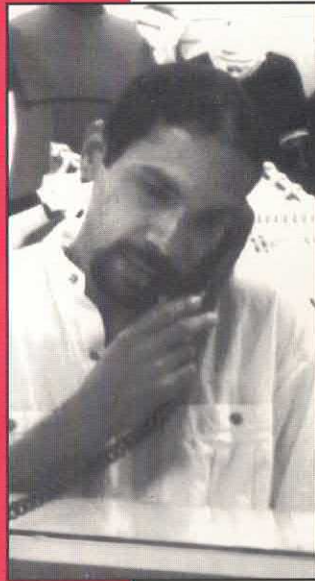
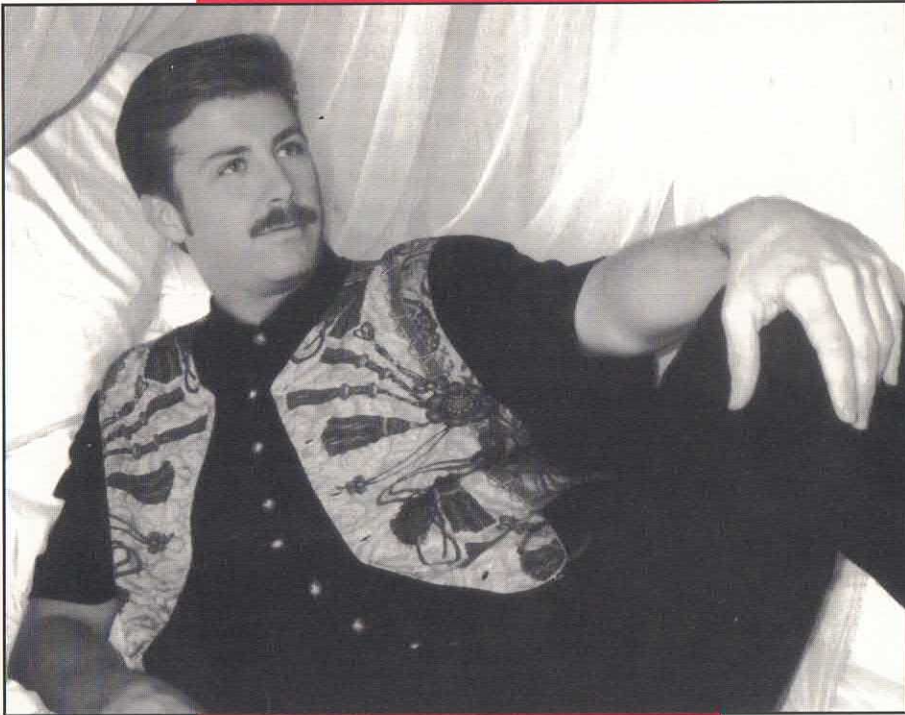
We Wiggled Out

Step into our wig section again for last call. We're phasing out wigs, makeup, costumes, and shoes.

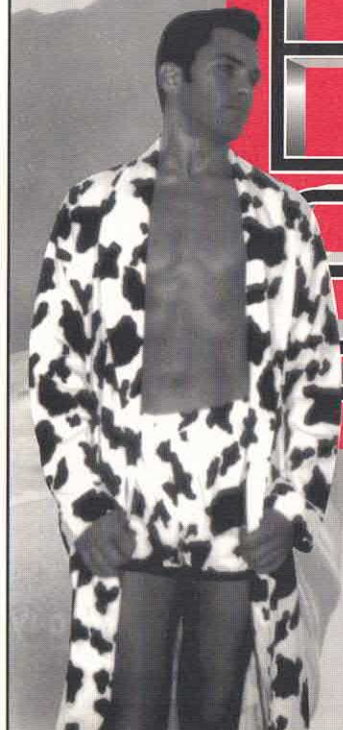
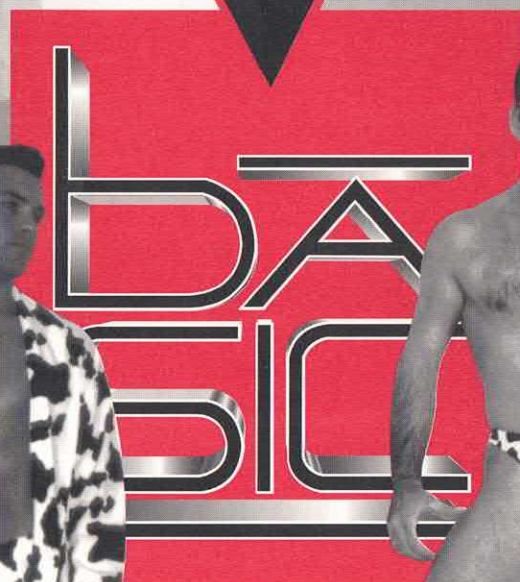
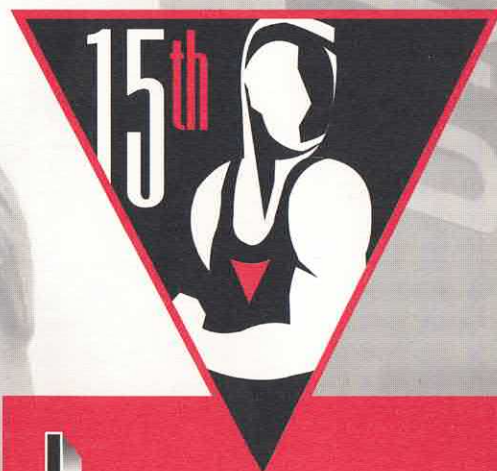
But don't get all *verklemt*! We're making room for more new fashion and gymwear. And we've added a new underwear boutique. Let us help you check 'em out. They look much better on!

Now pay attention. Did you notice our new storefront when you came in? What did you think of the new sign? Have you noticed the fabulous new check-out counter and mood lighting?

Now to what's most important—we've expanded our inventory. There's 30% more fabulous fashion to browse through, try on, lose weight for, look good in, and be out and proud in. We're still evolving and changing with our community. We have more in store for you though!



ANNIVERSARY



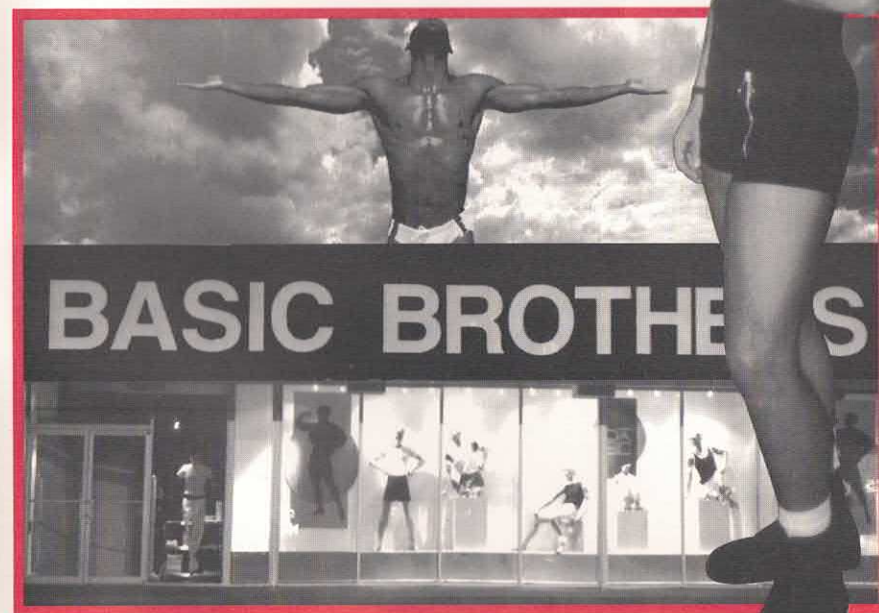
We Have 1997 Reasons for You to Stop in at Basic Brothers

We're celebrating our first 15 Years in the Montrose Community!

It took us 15 years to get to where we are now. You're welcome to come in and see the variety of merchandise we offer—underwear, swimwear, clubwear, high fashion, gymwear, casual, Gay Pride items. We also offer a great selection of accessories such as sunglasses, belts, watches, and jewelry.

Celebrate with us; we want you to come to the store to chat and camp and shop any time. Or just duck in to say hello. But if you don't feel like getting out, you can check out our website at www.basicbrothers.com any hour of the day or the night.

Keep focusing on Basic Brothers. We're a growing thing and we'll see you again during the next 15 years in anticipation of our 30th Anniversary celebration. Who knows what we'll grow into by then?



ANNIVERSARY



BROTHERS

YOUR OUT AND PROUD CLOTHING STORE

1232 WESTHEIMER • HOUSTON, TX 77006

713.522.1626 • fax 713.526.1972

website: www.basicbrothers.com • email: basicbro@neosoft.com