Finding aid prepared by Robert Graves
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Title: Gregg Strom papers
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Contributing Institution: ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California
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Date (inclusive): 1981-1993
Abstract: The collection consists of business and legal documents pertaining to Greg Strom's gay erotica company Bryx International, as well as legal and tax documents relating to Strom's personal affairs, 1981-1993. Strom was a bodybuilder and model for gay erotica, most notably for his own company Bryx International.

Biography
Gregg Strom was born Eugene Emery Tichy on May 24, 1955, in Portland, Oregon, to Michael and Anna Tichy. From 1973-1974, he studied Electrical Engineering at Portland State University, and from 1974-1978 he studied at California Polytechnic State University in San Luis Obispo in pursuit of the same degree. Although he did not finish his degree, Strom started working professionally in the radio and television electronics industry in 1973 and branched out into the computer field soon after. He remained connected to the computer industry for much of the rest of his life.

An amateur bodybuilder and out gay man in his personal life, Strom attracted the attention of the gay erotica industry upon his arrival in California. In 1978 he made his first appearances as a nude model in gay publications such as Colt Studio’s Colt Men magazine series and Action Male magazine. He would soon appear in such notable gay adult publications as Mandate, Drummer and Honcho.

As early as 1979 Strom took control of his image and began marketing erotic materials featuring himself and other models. From his own amateur publications such as Cheap and Scritext, Strom quickly became an established presence on the gay erotica market. In the early 1980s, he formed the company Basic Brawn and began selling photographs and videotapes via ads in magazines such as In Touch for Men and the Advocate. In 1983, Strom changed the company’s name to Bryx International. He also formed less successful businesses, including a health studio and personal training venture in 1984 and a model/escort business known as Bryx’s Bucks in 1985.

In 1985 he had his name legally changed from Eugene Emery Tichy to Gregg Strom. Unhappy with the legal status of gays and lesbians in the United States, Strom often looked into leaving the country. In 1982 he inquired about moving to Canada, but abandoned that effort, and in 1992, he moved to Amsterdam, albeit briefly.

Gregg Strom died, cause unknown, on September 6, 2006.

Separated Materials
PERIODICALS:
ACTION MALE, v.1, no.6 (1978) – pictorial, pg. 22
ANNUAL MAN CALENDAR (Jim French, Colt Studio), 1996
BEST OF HONCHO, undated – pictorial, pg. 14
BEST OF HONCHO 3, 1981 – cover/pictorial, pg. 48
BEST OF PLAYGUY, no.1 (1981) – pictorial, pg. 44
BEST OF ZEUS (Honcho Publication), 1983 – pictorial, pg. 16
BINKY, no. 1 (February 1989) – Strom model ad, pg. 20
BINKY, no. 5 (September 1989) – Strom model ad, pg. 50
BUCK ROGERS’ HAPPENINGS, November 1985 – Bryx’s Bucks ad, pg. 45
BUCK ROGERS’ HAPPENINGS, December 1985 – Bryx’s Bucks ad, pg. 45
THE BOYS, no. 4 (July 1986) – pictorial, pg. 41
THE BOYS, no. 7 (June 1989) – cover/centerfold
BRONC, July 1982 – cover/pictorial, pg. 61
BUNKHOUSE, v.1, no.2 (1980) – pictorial, pg. 36
BUNKHOUSE, v.1, no.4 (1980) – pictorial, pg. 31
CHEAP! MAGAZINE, no. 2 (1979) – pictorial throughout
COLT MEN, no. 4 (1978) – pictorial pg. 4
DRUMMER, no. 146 (February 1991) – Lucky Man review, pg. 61, 64
FRONTIERS, April 4-11, 1984 (v.2, no.37) – Burbank’s Video Depot ad, feat. Strom, pg. 8 of Classifieds
GREGG STROM, THE ZEUS COLLECTION, 1982
HOMMES, Summer 1981 – cover/pictorial, pg. 21
HOM-OH, no. 90 (undated) – pictorial, pg. 16
HONCHO, September 1991 – Bryx ad, pg. 89
HONCHO, November 1991 – Bryx ad, pg. 89
IN TOUCH FOR MEN, no. 81 (July 1983) – pictorial, pg. 65
IN TOUCH FOR MEN, no. 95 (September 1984) – Bryx ad, pg. 91
IN TOUCH FOR MEN, no. 96 (October 1984) – Bryx ad, pg. 97
IN TOUCH FOR MEN, no. 97 (November 1984) – Bryx ad, pg. 85
IN TOUCH FOR MEN, no. 98 (December 1984) – Bryx ad, pg. 85
IN TOUCH FOR MEN, no. 99 (January 1985) – Bryx ad, pg. 87
IN TOUCH FOR MEN, no. 100 (February 1985) – Bryx ad, pg. 93
IN TOUCH FOR MEN, no. 101 (March 1985) - Bryx ad, pg. 87
IN TOUCH FOR MEN, no. 102 (April 1985) – Bryx ad, pg. 71
IN TOUCH FOR MEN, no. 103 (May 1985) – Bryx ad, pg. 87
IN TOUCH FOR MEN, no. 104 (June 1985) – Bryx ad, pg. 87
IN TOUCH FOR MEN, no. 105 (July 1985) – Bryx ad, pg. 87
IN TOUCH FOR MEN, no. 106 (August 1985) – Bryx ad, pg. 93
IN TOUCH FOR MEN, no. 107 (September 1985) – Bryx ad, pg. 95
IN TOUCH FOR MEN, no. 108 (October 1985) – Bryx ad, pg. 95
IN TOUCH FOR MEN, no. 109 (November 1985) – Bryx ad, pg. 93
IN TOUCH FOR MEN, no. 110 (December 1985) – Bryx ad, pg. 85
IN TOUCH FOR MEN, no. 111 (January 1986) – Bryx ad, pg. 95
IN TOUCH FOR MEN, no. 112 (February 1986) – Bryx ad, pg. 85
IN TOUCH FOR MEN, no. 113 (March 1986) – Bryx ad, pg. 93
IN TOUCH FOR MEN, no. 114 (April 1986) – Bryx ad, pg. 95
IN TOUCH FOR MEN, no. 115 (May 1986) – Bryx ad, pg. 71
IN TOUCH FOR MEN, no. 116 (June 1986) – Bryx ad, pg. 95
THE LEATHERMEN, 1978 – pictorial, pg. 2
MANDATE, December 1978 – cover/pictorial, pg. 35
MANDATE, April 1979
MANDATE, November 1982
MANDATE, December 1982
MANDATE, January 1983
MANDATE, September 1991 – Bryx ad, pg. 77
MANDATE, December 1991 – Bryx ad, pg. 77
NATIONAL GUIDE OF MAIL ORDER BUSINESSES OF THE GAY/LESBIAN COMMUNITY, 1991 – Bryx ad, pg. 31
NUMBERS, May 1982 – pictorial, pg. 10
NUMBERS, May 1983 – pictorial, pg. 17
PLAYGUY, v.3, no.28 (undated) – cover/pictorial, pg. 19
SCRITEXT, undated – cover/pictorial throughout
SKIN, v.1, no.4 (1980) – pictorial, pg. 18
STROKE, v.4, no.2 (1984)
TEENAGE MUSCLES, v.1, no.1 (1961)
TOO HOT TO HANDLE, no. 13 (1982) – pictorial, pg. 12
TORSO, June 1983 – pictorial, pg. 24
TORSO, September 1991 – Bryx ad, pg. 87
TORSO, October 1991 – Bryd ad, pg. 61
ZEUS COWBOYS, 1981 – pictorial pg. 4

BOOKS:
HARD BOYS IN BONDAGE, book by Jeff Kincaid - inscribed to “For Gregg, the original 'Chuck’”
RAMROD, book by Jack McCall – Strom on cover

VHS VIDEOTAPES:
BRYX FLESH & FANTASY, VHS Videotape
BRYX STUDIO WORK, VHS Videotape

Processing Information
Collection processed by Robert Graves, 2012.

Access
The collection is open to researchers. There are no access restrictions.

Scope and Contents
The collection consists of business and legal documents pertaining to Greg Strom's gay erotica company Bryx International, as well as legal and tax documents relating to Strom’s personal affairs, 1981-1993. Business and legal documents include invoices, ad clippings, and business name trademark research. Strom's personal materials include tax files from 1990-1993, legal documents pertaining to the purchase and sale of his Los Angeles home, and legal documents relating to his name change.

Acquisition Information
Donated from the estate of Gregg Strom, April 25, 2008.

Preferred Citation
[Box/folder #, or item name] Gregg Strom Papers, Coll2012-161, ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California

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Subjects and Indexing Terms
Gay erotica
Legal documents
Male models

Greg Strom papers Series 1. 1981-1993

Arrangement
This collection is arranged alphabetically.

Box 1, Folder 1  Advertisement Clippings - Advocate 1981-1992
Box 1, Folder 2  Advertising Invoices - Advocate 1982-1992
Box 1, Folder 3  Advertising Invoices - Assorted 1985-1991
Box 1, Folder 4  Advertising Invoices - In Touch for Men 1984-1985
Box 1, Folder 5  Amsterdam Move 1992
Box 1, Folder 6  Artist Inquiries 1992
Box 1, Folder 7  Bryx International Materials 1983-1992
Box 1, Folder 8  Canada Move Inquiry 1982
Box 1, Folder 9  Catalogs 1984-1988
Box 1, Folder 10  Correspondence 1992
Box 1, Folder 11  Employment Documents 1982
Box 1, Folder 12  Humor - Photocopies From Publications undated
Box 3, Folder 1  Legal Documents - Assorted 1981-1989
Box 3, Folder 2  Legal Documents - Automobile 1984-1989
Box 3, Folder 3  Legal Documents - Bryx International 1985
Box 3, Folder 4  Legal Documents - Health Studio/Personal Training Business 1984
<table>
<thead>
<tr>
<th>Box 3, Folder 5</th>
<th><strong>Legal Documents - Home Purchase 1983-1985</strong></th>
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<tbody>
<tr>
<td></td>
<td>General note</td>
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<tr>
<td></td>
<td>Contains 1 8x10-inch photographic prints, 3 4x6-inch photographic prints, and 12 negative strips.</td>
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</tbody>
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| Box 3, Folder 6 | **Legal Documents - Home Sale 1986-1988**   |
| Box 3, Folder 7 | **Legal Documents - Name Change 1985**     |
| Box 3, Folder 8 | **Legal Documents - Thomas Thomas III 1983** |
| Box 3, Folder 9 | **Legal Documents - Town Hall Terrace Lease 1983** |

| Box 1, Folder 13 | **Lucky Man Book 1990** |
|                 | Lucky Man book quantity |
|                 | Folder contains two complete copies of Lucky Man book. |

| Box 1, Folder 14 | **Magazine Clippings 1981-1992** |
| Box 2, Folder 1  | **Notes, General undated**       |
| Box 2, Folder 2-5| **Personal Tax Documents 1990-1993** |
|                 | Physical Description: [4 folders] |

| Box 2, Folder 6 | **Photographs undated** |
|                | General Physical Description note: Consists of 3 5x7-inch photographic prints of Strom on a cruise ship. |

| Box 2, Folder 7 | **Postcards & Greeting Cards undated** |
| Box 2, Folder 8 | **Prodigy Censorship Campaign 1991**   |
| Box 2, Folder 9 | **Steroids Research and Article 1991** |