

LSOB, (Lighter Shade of Brown) is "One Dope Mexican and Don't Try To Xerox," stands as a dynamic hip-hop duo that emerged onto the scene in 1990. Consisting of Robert Gutierrez, known as One Dope Mexican, and Bobby Ramirez, also recognized as Don't Try To Xerox, LSOB quickly gained prominence in the music industry. Their journey began with the recording of demos, eventually leading to a record deal with the independent label Quality/Pump Records.

In the same year, 1990, LSOB introduced their debut album, "Brown and Proud," marking a pivotal moment in their career. The album's standout track, "On A Sunday Afternoon," soared up the charts, securing a spot in the Top 40 on the esteemed Billboard Hot 100. This single also captured hearts in New Zealand, holding the number one position for two consecutive weeks. Additional notable tracks from the album included "Latin Activity," "Homies," and "Hey DJ."

Buoyed by the success of their inaugural album, LSOB's musical prowess attracted the attention of the film industry. Their contributions to movies such as "Mi Vida Loca," "Bulletproof," and "I Like It Like That" underscored their influence. The release of their second LP, "Hip Hop Locos," further solidified their reputation as exceptionally talented artists.

In 1994, LSOB inked a deal with Mercury Records, paving the way for their third album, "Layin' in the Cut." While the record did not achieve substantial commercial success, it made a notable impact, peaking at number 184 on the Billboard 200 albums chart.

The year 1997 witnessed the unveiling of LSOB's self-titled fourth album, showcasing their artistic growth. With noteworthy guest appearances from Rappin' 4-Tay and Dwayne Wiggins of Tony! Toni! Toné!, the singles "Do You Wanna Ride" and "Whatever You Want" drew attention and broadened their fan base.

LSOB's final musical endeavor, "If You Could See Inside Me," hit the shelves in 1999 under Greenside Records. This project highlighted their versatility, featuring collaborations with notable artists like Kid Frost, N2Deep, and Baby Bash. The single, "Sunny Day," struck a chord with audiences, leaving a lasting impression.

In 2016, the passing of DTTX marked a somber chapter in LSOB's history. However, ODM remains committed to continuing the LSOB legacy. In 2023 and beyond, ODM has released new music, ensuring that the spirit of LSOB lives on.