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## **Finding aid to the Jim Yousling photographs and papers, 1947-1995 Coll2012.128**

Finding aid prepared by Robert Graves and Kyle Morgan

Processing this collection has been funded by a generous grant from the National Historical Publications and Records Commission.

ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California

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**Title:** Jim Yousling photographs and papers

**Identifier/Call Number:** Coll2012.128

**Contributing Institution:** ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California

**Language of Material:** English

**Physical Description:** 8.9 linear feet.1 archive box + 1 archive carton + 4 archive binders + 2 flat boxes

**Date (bulk):** Bulk, 1963-1991

**Date (inclusive):** 1947-1995

**Abstract:** This collection consists of artwork, photographs, manuscripts, correspondence, notes, press material, clippings, magazine layouts, private journals, and publications collected and/or created by Jim Yousling, 1947-1995, bulk 1963-1991. Materials include photographs, manuscripts, and press materials gathered and/or created during his editorship of *In Touch* magazine; personal papers, artwork, and photographs; and photographs produced out of Yousling's Phantom Studios.

**creator:** Yousling, Jim, (James Milo Yousling), 1947-1995

#### **Separated Materials**

Periodicals:

*Bimbox*, issue 2 (Summer 1990).

*Gay Boy*, volume 1, number 2.

*Hollywood Star*, volume 1, number 11.

*In Touch*, numbers 69, 94, 102.

*Sin Bros.*, issues 4 and 5 (Spring 1990, Winter 1991).

*Su Madre*, 1991.

*Ten Percent* (May 1982, February 1983, Summer 1983).

Books:

Trinidad, David. *Pavane*. Chatsworth, CA: Sherwood Press, 1981.

Yousling, Kim. *Star Image: An Analysis*. Lansing, MI: Michigan State University, 1968.

#### **Processing Information**

Collection processed by Robert Graves and Kyle Morgan, 2012.

#### **Access**

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

#### **Scope and Contents**

This collection consists of artwork, photographs, manuscripts, correspondence, notes, press material, clippings, magazine layouts, private journals, and publications collected and/or created by Jim Yousling, 1947-1995, bulk 1963-1991. The collection includes photographs, manuscripts, press materials, and other subject file records on the musicians, entertainers, models, and publishers covered during his editorship of *In Touch* magazine from 1981-1985. The collection also consists of personal and professional artwork including Yousling's *Hell Kitty* comic, personal papers and photographs, and photographs and negatives produced out of Yousling's Phantom Studios.

#### **Biography**

James Milo Yousling, better known as Jim, was born January 28, 1947, in Washington, Iowa, son of John Leland Yousling and Leona Pauline Huston. He grew up in Elkhart, Indiana, and Sycamore, Illinois. He earned a bachelor's degree in graphic design/communications from Michigan State University in 1969 and received a master's degree in film studies from the University of Southern California in 1971. He spent the bulk of his professional career employed in graphic and art design for publishing and entertainment companies.

Yousling is perhaps best known for his position as editor-in-chief of the gay men's magazine *In Touch* from 1981-1985. Under his editorship, the magazine turned from its previous incarnation of news features amidst nude pictorials, to a more colorful and vibrant format that spotlighted pop culture figures. The magazine focused on the growing Los Angeles and New York punk rock and underground scenes while maintaining the nude male pictorials that attracted many buyers to the magazine.

Yousling served as an art director for Larry Flynt Publications and the Apparel News Group. As a freelance graphic designer and artist, Yousling also created the Hello Kitty spoof comic strip, *Hell Kitty*; designed advertisements for Los Angeles-based nightclubs and performers; and designed record-cover artwork for musical acts such as Concrete Blonde, Apache Dancers and The Slaves. In the mid-1980s, he also founded Phantom Studios, a producer of nude male photographs that were sold and printed in various magazines.

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Jim passed away from AIDS-related complications on January 1, 1995.

**Arrangement**

This collection is arranged in the following series:

[Series 1. Papers and works of art, 1947-1995](#)

[Series 2. Photographs, 1978-1989, undated](#)

**Acquisition Information**

Date of acquisition unknown.

**Related Materials**

Stuart Timmons papers and collections, Acc2011-048, ONE National Gay & Lesbian Archives.

**Preferred Citation**

[Box/folder #, or item name] Jim Yousling Photographs and Papers, Coll2012-128, ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California

**Conditions Governing Use**

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**Subjects and Indexing Terms**

Gay press publications

Photographs

Popular culture

Zine

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**[Papers and works of art](#) Series 1. Bulk, 1963-1991 1947-1995**

**Physical Description:** 4.65 linear feet.

**Scope and Contents note**

This collection consists of artwork, manuscripts, correspondence, notes, press material, clippings, magazine layouts, private journals, and publications (mostly periodicals) collected and/or created by Jim Yousling, 1947-1995, bulk 1963-1991. The listings of musicians, entertainers, models, publishers, and bands contain editorial manuscripts written by Yousling and subject file materials collected by him for publication in *In Touch* magazine, 1981-1985. Unpublished artwork and cartoons consists entirely of drawings and designs created by Yousling. The publication listings comprise those in which Yousling participated as a staff member or contributor, although many were impossible to differentiate from those he personally collected. The materials listed as journals document Yousling's writings and drawings from 1969-1973. See the separated materials note for LGBT publications transferred to ONE's periodical collection in which Yousling may have participated as a staff member or contributor.

**Arrangement note**

Materials are arranged in alphabetical order.

Box 1, Folder 1

**4 *Taxis* (magazine) 1981-1982**

**Biographical/Historical note**

Influenced the design of *In Touch*.

Box 1, Folder 2

**Artwork undated**

**Scope and Contents note**

Includes drawings, comics, album cover art, layout designs primarily by Yousling.

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Box 8, Folder 5	<b>Artwork undated</b> <b>Physical Description:</b> [oversized] <b>Scope and Contents note</b> Includes drawings, comics, and layout designs primarily by Yousling.
Box 1, Folder 3 Box 7, Folder 1	<b>Biographical information 1947-1995</b> <b><i>Blue Moon</i> (University of California, Los Angeles, newspaper) 1983</b> <b>Physical Description:</b> [oversized]
Box 1, Folder 4 Box 1, Folder 5 Box 8, Folder 6	<b>Business cards and contacts undated</b> <b>Business records 1984-1990</b> <b>Cartoons and early artwork 1963, undated</b> <b>Physical Description:</b> [oversized]
Box 8, Folder 7	<b>Charcoal drawings undated</b> <b>Physical Description:</b> [12 oversized drawings]
Box 1, Folder 7 Box 7, Folder 2	<b>Clip art undated</b> <b>Clippings 1975-1983, undated</b> <b>Physical Description:</b> [oversized]
Box 1, Folder 8 Box 1, Folder 9 Box 7, Folder 3	<b>Clippings (personal mentions) 1983-1990</b> <b>Clippings and pop culture ephemera undated</b> <b><i>Collage</i> (Michigan State University newspaper) 1967-1969</b> <b>Physical Description:</b> [oversized]
Box 1, Folder 10 Box 1, Folder 11 Box 1, Folder 12 Box 1, Folder 13 Box 1, Folder 14 Box 1, Folder 15 Box 1, Folder 16 Box 1, Folder 17 Box 1, Folder 18 Box 1, Folder 19 Box 1, Folder 21 Box 1, Folder 22 Box 8, Folder 4	<b>Contact list and mailing labels undated</b> <b>Correspondence 1984-1991</b> <b>Dallesandro, Joe undated</b> <b>Ely, Michael (Red Wedding) 1984</b> <b>Film Threat calendars 1990</b> <b><i>Flipside</i> (magazine) 1986</b> <b>Flyers by Jim Yousling undated</b> <b>Flyers, various undated</b> <b>Garretson, Weba undated</b> <b><i>Generic Comic Book</i> (Marvel Comics) 1984</b> <b>Hawaii postcards undated</b> <b>Hasegawa, Sadao 1983</b> <b><i>Hell Kitty</i> artwork circa 1990</b> <b>Physical Description:</b> [oversized]
Box 1, Folder 23	<b><i>Hell Kitty, LA Weekly</i> 1990</b> <b>Scope and Contents note</b> See also the "LA Weekly clippings" listing.
Box 1, Folder 24 Box 1, Folder 6 Box 1, Folder 25 Box 1, Folder 26 Box 1, Folder 27 Box 2, Folder 1	<b><i>Hell Kitty</i> reproductions 1990</b> <b><i>In Touch</i>, Christmas poll responses 1984</b> <b><i>In Touch</i>, clippings 1981-1985</b> <b><i>In Touch</i>, outreach 1983-1985</b> <b>Japan 1983-1984</b> <b>Journal: Jim Yousling, University of Southern California (USC) Cinema, Los Angeles circa 1969-1971</b>
Box 2, Folder 2 Box 2, Folder 3 Box 2, Folder 4 Box 1, Folder 28	<b>Journal: My Big Black Notebook September 1971 - September 1972</b> <b>Journal: My Big Black Notebook, Volume 2 September 1972 - February 1973</b> <b>Journal: My Big Black Notebook, Number 4 February 1973 - December 1973</b> <b>Krieger, Donald 1983</b>

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Box 7, Folder 4	<b>LA Weekly clippings 1990-1991</b> <b>Physical Description:</b> [oversized] <b>Scope and Contents note</b> Most of the clippings pertain to Yousling's <i>Hell Kitty</i> comic.
Box 1, Folder 29	<b>Lynch, George H. 1981-1984</b>
Box 1, Folder 30	<b>Magnuson, Ann 1984-1991</b>
Box 1, Folder 31	<b>Makos, Christopher 1982-1983</b>
Box 1, Folder 32	<b>Massey, Edith 1985</b>
Box 1, Folder 33	<b>McGilvray, Donald "Bing" 1982-1983</b>
Box 1, Folder 34	<b>Meat Puppets 1984</b>
Box 1, Folder 20	<b><i>The Menace of Giant Elf (comic) by Van Arno 1990</i></b>
Box 1, Folder 35	<b>National Gay Art Archives, San Francisco 1982</b>
Box 1, Folder 36	<b>Notes, hand-written undated</b>
Box 8, Folder 1	<b>O'Hara, Adore 1982-1983</b> <b>Physical Description:</b> [oversized]
Box 1, Folder 37	<b><i>Peepkeduc (zine) 1984</i></b>
Box 1, Folder 38	<b>Pettibon, Raymond 1983</b>
Box 1, Folder 39	<b>Phantom Studios, advertising graphics undated</b>
Box 1, Folder 40	<b><i>Querelle (movie) 1982</i></b>
Box 7, Folder 5	<b><i>Raw (magazine) 1980</i></b> <b>Physical Description:</b> [oversized]
Box 1, Folder 41	<b>Roche, David 1983</b>
Box 1, Folder 42	<b>Rollins, Henry 1984</b>
Box 8, Folder 8	<b>Rubber stamp for Phantom Studios undated</b>
Box 1, Folder 43	<b><i>Scratch Magazine 1983-1984</i></b>
Box 8, Folder 2	<b>Sex, John 1981-1983</b> <b>Physical Description:</b> [oversized]
Box 1, Folder 44	<b><i>Slam (magazine, art direction by Yousling) 1978</i></b>
Box 1, Folder 45	<b><i>Star Image: An Analysis by Jim Yousling 1968</i></b>
Box 1, Folder 46	<b><i>Street Gossip (zine) 1984-1985</i></b>
Box 1, Folder 51	<b>Stickers and trading cards undated</b>
Box 7, Folder 6	<b><i>Toadtale by Jim Yousling undated</i></b> <b>Physical Description:</b> [oversized]
Box 1, Folder 47	<b>Vee, Tesco 1983</b>
Box 1, Folder 48	<b>Volumatix (band) 1984</b> <b>Physical Description:</b> [Includes one audiocassette]
Box 1, Folder 49	<b>Writings, general undated</b>
Box 1, Folder 50	<b>White Flag (band) 1982</b>
	<b><u>Photographs</u> Series 2. 1978-1989, undated</b> <b>Physical Description:</b> 4.25 linear feet. <b>Scope and Contents note</b> The photographs consist of images of Jim Yousling's personal life; promotional, professional, and personal images collected for publication, notably for the gay men's magazine <i>In Touch</i> from 1981-1985; and erotic images produced out of Yousling's Phantom Studios. The images collected for publication focuses on musicians and bands, but also include models, entertainers, sports figures, and publishers among others.

Box 3

**Personal 1978-1989, undated**

**Physical Description:** [300 color prints, 78 negative strips, 49 black and white prints, 48 color 35mm slides, 2 black and white contact sheets, 1 black and white negative]

**Scope and Contents note**

Photographs documenting Jim Yousling's life, friends, and lovers. Roughly half of the images date from the spring of 1984.

Box 4

**Professional, magazine publication 1981-1985, undated**

**Physical Description:** [60 color prints, 55 black and white prints, 1 color negative]

**Scope and Contents note**

Photographs collected for publication in magazines where Yousling was affiliated, primarily for *In Touch* magazine from 1981-1985. Images include John Sex, Lee Ving, Felix Vega, Sam Jones, Victor Weaver, Billy Wisdom, Nina Hogen, Pete Rose, Luis Leal, Steve Lundquist, Greg Louganis, Brian Trottier, Winnie the Pooh, David Lee Roth, Adore O'Hara, David Roche, Anthony Kiedis, Flea, Hugh Hefner, Meat Puppets, Michael Ely, Joe Dallesandro, Henry Rollins, Harvey Kubernik. Although many of the images comprise standard publicity photographs, there is some overlap between photographs shot for publication versus those shot for personal purposes.

Box 5

**Professional, magazine publication 1981-1985, undated**

**Physical Description:** [62 black and white prints, 14 35mm slides, 8 black and white negatives, 4 color prints, 1 contact sheet]

**Scope and Contents note**

Photographs collected for publication in magazines where Yousling was affiliated, primarily for *In Touch* from 1981-1985. Images include Victor Weaver, John Waters, Dennis Cooper, Nervous Gender, Angel and the Reruns, Love and Rockets, Michael Ely, Fran Lebowitz, Jackie Curtis, Ivan E. Roth, Terry Dorn, Sal Bando, Bill Bergey, John Davidson, David Trinidad, Sean Garrison, Paul Ferguson, Christian William Miller, Tom of Finland prints, and assorted movie publicity shots. Although many of the images comprise standard publicity photographs, there is some overlap between photographs shot for publication versus those shot for personal purposes.

Box 8, Folder 3

**Professional, magazine publication 1981-1985, undated**

**Physical Description:** [oversized, 20 color prints]

**Scope and Contents note**

Photographs, often standard publicity shots, collected for publication in magazines where Yousling was affiliated, primarily for *In Touch* from 1981-1985. Includes images of Menudo, Henry Rollins, Rick James, Ozzy Osbourne, Huey Lewis, Annie Lennox, David Lee Roth, Eddie Van Halen, and other unidentified bands and singers.

Box 6

**Professional, Phantom Studios undated**

**Physical Description:** [97 black and white negative strips, 60 black and white prints, 28 color negative strips, 25 contact sheets, 14 color 35mm slides, 4 color negatives, 1 black and white negative]

**Scope and Contents note**

Erotic photographs from Yousling's Phantom Studios.