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.
Books:
Processing Information
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.
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

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

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Subjects and Indexing Terms
Gay press publications
Photographs
Popular culture
Zine

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.
<table>
<thead>
<tr>
<th>Box 8, Folder 5</th>
<th>Artwork undated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Physical Description: [oversized]</td>
</tr>
<tr>
<td></td>
<td>Scope and Contents note</td>
</tr>
<tr>
<td></td>
<td>Includes drawings, comics, and layout designs primarily by Yousling.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 3</th>
<th>Biographical information 1947-1995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 7, Folder 1</td>
<td>Blue Moon (University of California, Los Angeles, newspaper) 1983</td>
</tr>
<tr>
<td></td>
<td>Physical Description: [oversized]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 4</th>
<th>Business cards and contacts undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 5</td>
<td>Business records 1984-1990</td>
</tr>
<tr>
<td>Box 8, Folder 6</td>
<td>Cartoons and early artwork 1963, undated</td>
</tr>
<tr>
<td></td>
<td>Physical Description: [oversized]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 8, Folder 7</th>
<th>Charcoal drawings undated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Physical Description: [12 oversized drawings]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 7</th>
<th>Clip art undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 7, Folder 2</td>
<td>Clippings 1975-1983, undated</td>
</tr>
<tr>
<td></td>
<td>Physical Description: [oversized]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 8</th>
<th>Clippings (personal mentions) 1983-1990</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 9</td>
<td>Clippings and pop culture ephemera undated</td>
</tr>
<tr>
<td>Box 7, Folder 3</td>
<td>Collage (Michigan State University newspaper) 1967-1969</td>
</tr>
<tr>
<td></td>
<td>Physical Description: [oversized]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 10</th>
<th>Contact list and mailing labels undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 11</td>
<td>Correspondence 1984-1991</td>
</tr>
<tr>
<td>Box 1, Folder 12</td>
<td>Dallesandro, Joe undated</td>
</tr>
<tr>
<td>Box 1, Folder 13</td>
<td>Ely, Michael (Red Wedding) 1984</td>
</tr>
<tr>
<td>Box 1, Folder 14</td>
<td>Film Threat calendars 1990</td>
</tr>
<tr>
<td>Box 1, Folder 15</td>
<td>Flipside (magazine) 1986</td>
</tr>
<tr>
<td>Box 1, Folder 16</td>
<td>Flyers by Jim Yousling undated</td>
</tr>
<tr>
<td>Box 1, Folder 17</td>
<td>Flyers, various undated</td>
</tr>
<tr>
<td>Box 1, Folder 18</td>
<td>Garretson, Weba undated</td>
</tr>
<tr>
<td>Box 1, Folder 19</td>
<td>Generic Comic Book (Marvel Comics) 1984</td>
</tr>
<tr>
<td>Box 1, Folder 21</td>
<td>Hawaii postcards undated</td>
</tr>
<tr>
<td>Box 1, Folder 22</td>
<td>Hasegawa, Sadao 1983</td>
</tr>
<tr>
<td>Box 1, Folder 23</td>
<td>Hell Kitty artwork circa 1990</td>
</tr>
<tr>
<td></td>
<td>Physical Description: [oversized]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 24</th>
<th>Hell Kitty reproductions 1990</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 6</td>
<td>In Touch, Christmas poll responses 1984</td>
</tr>
<tr>
<td>Box 1, Folder 25</td>
<td>In Touch, clippings 1981-1985</td>
</tr>
<tr>
<td>Box 1, Folder 26</td>
<td>In Touch, outreach 1983-1985</td>
</tr>
<tr>
<td>Box 1, Folder 27</td>
<td>Japan 1983-1984</td>
</tr>
<tr>
<td>Box 2, Folder 1</td>
<td>Journal: Jim Yousling, University of Southern California (USC) Cinema, Los Angeles circa 1969-1971</td>
</tr>
<tr>
<td>Box 2, Folder 2</td>
<td>Journal: My Big Black Notebook September 1971 - September 1972</td>
</tr>
<tr>
<td>Box 2, Folder 3</td>
<td>Journal: My Big Black Notebook, Volume 2 September 1972 - February 1973</td>
</tr>
<tr>
<td>Box 2, Folder 4</td>
<td>Journal: My Big Black Notebook, Number 4 February 1973 - December 1973</td>
</tr>
<tr>
<td>Box 1, Folder 28</td>
<td>Krieger, Donald 1983</td>
</tr>
</tbody>
</table>
Box 7, Folder 4

LA Weekly clippings 1990-1991

Physical Description: [oversized]
Scope and Contents note
Most of the clippings pertain to Yousling's Hell Kitty comic.

Box 1, Folder 29
Lynch, George H. 1981-1984
Box 1, Folder 30
Magnuson, Ann 1984-1991
Box 1, Folder 31
Makos, Christopher 1982-1983
Box 1, Folder 32
Massey, Edith 1985
Box 1, Folder 33
McGilvray, Donald "Bing" 1982-1983
Box 1, Folder 34
Meat Puppets 1984
Box 1, Folder 20
The Menace of Giant Elf (comic) by Van Arno 1990
Box 1, Folder 35
National Gay Art Archives, San Francisco 1982
Box 1, Folder 36
Notes, hand-written undated
Box 8, Folder 1
O'Hara, Adore 1982-1983

Physical Description: [oversized]

Box 1, Folder 37
Peepkeduic (zine) 1984
Box 1, Folder 38
Petitbon, Raymond 1983
Box 1, Folder 39
Phantom Studios, advertising graphics undated
Box 1, Folder 40
Querelle (movie) 1982
Box 1, Folder 34
Raw (magazine) 1980

Physical Description: [oversized]

Box 1, Folder 41
Roche, David 1983
Box 1, Folder 42
Rollins, Henry 1984
Box 8, Folder 8
Rubber stamp for Phantom Studios undated
Box 1, Folder 43
Scratch Magazine 1983-1984
Box 1, Folder 45
Sex, John 1981-1983

Physical Description: [oversized]

Box 1, Folder 44
Slam (magazine, art direction by Yousling) 1978
Box 1, Folder 45
Star Image: An Analysis by Jim Yousling 1968
Box 1, Folder 46
Street Gossip (zine) 1984-1985
Box 1, Folder 51
Stickers and trading cards undated
Box 7, Folder 6
Toadtale by Jim Yousling undated

Physical Description: [oversized]

Box 1, Folder 47
Vee, Tesco 1983
Box 1, Folder 48
Volumatix (band) 1984

Physical Description: [Includes one audiocassette]

Box 1, Folder 49
Writings, general undated
Box 1, Folder 50
White Flag (band) 1982

Photographs Series 2. 1978-1989, undated

Physical Description: 4.25 linear feet.
Scope and Contents note
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 In Touch 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.
<table>
<thead>
<tr>
<th>Box</th>
<th>Section</th>
<th>Physical Description</th>
<th>Scope and Contents note</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Personal 1978-1989, undated</td>
<td>[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]</td>
<td>Photographs documenting Jim Yousling's life, friends, and lovers. Roughly half of the images date from the spring of 1984.</td>
</tr>
<tr>
<td>4</td>
<td>Professional, magazine publication 1981-1985, undated</td>
<td>[60 color prints, 55 black and white prints, 1 color negative]</td>
<td>Photographs collected for publication in magazines where Yousling was affiliated, primarily for <em>In Touch</em> 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.</td>
</tr>
<tr>
<td>5</td>
<td>Professional, magazine publication 1981-1985, undated</td>
<td>[62 black and white prints, 14 35mm slides, 8 black and white negatives, 4 color prints, 1 contact sheet]</td>
<td>Photographs collected for publication in magazines where Yousling was affiliated, primarily for <em>In Touch</em> 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.</td>
</tr>
<tr>
<td>8, Folder 3</td>
<td>Professional, magazine publication 1981-1985, undated</td>
<td>[oversized, 20 color prints]</td>
<td>Photographs, often standard publicity shots, collected for publication in magazines where Yousling was affiliated, primarily for <em>In Touch</em> 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.</td>
</tr>
<tr>
<td>6</td>
<td>Professional, Phantom Studios undated</td>
<td>[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]</td>
<td>Erotic photographs from Yousling's Phantom Studios.</td>
</tr>
</tbody>
</table>