Finding Aid to the Athletic Model Guild Physique Photographs Coll2014.121

Michael C. Oliveira
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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**Language of Material:** English

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

**Title:** Athletic Model Guild physique photographs

**creator:** Mizer, Bob (Robert Henry)

**creator:** Athletic Model Guild

**Identifier/Call Number:** Coll2014.121

**Physical Description:** 3 Linear Feet12 binder boxes, 2,418 photographs

**Date (inclusive):** 1950s-1960s

**Abstract:** Photographic print catalogs, photographs, and slides produced by Bob Mizer's physique photography studio, the Athletic Model Guild (AMG). AMG sold photosets through the mail and later published Physique Pictorial magazine, 1951-1990.

**Administrative Note**
The Athletic Model Guild (AMG) was founded by Bob Mizer and two business associates in Los Angeles in 1945 as a referral service for models and photographers. The direct sale of photosets by mail order was a more viable economic model for business. Mizer began photographing models he recruited from local gymnasiums and beaches. AMG went on to publish Physique Pictorial magazine from 1951 to 1990. The studio survived obscenity charges and continued to produce materials until Mizer's death in 1992. The studio was sold to Dennis Bell, a physique photographer, in 2004.

**Conditions Governing Use**
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**Immediate Source of Acquisition**
Photographs and slides aggregated from collections and donations to the archives including Neil Edwards, Harold Dittmer, and Dan Raymon.

**Preferred Citation**
[Item , box binder #,] American Model Guild Physique Photographs, Coll2014-121, ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California.

**Processing information**
Collection processed by Brad Bradley, Steve Fritch, Robert Graves, David Hensley, Christian Morales, and Michael C. Oliveira, November 2014.

**Scope and Content**
Photographic print catalogs, photographs, and slides produced by Bob Mizer's physique photography studio, the Athletic Model Guild (AMG).

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

**Related Materials**
Athletic Model Guild, Studios and Distributors Marketing Materials Collection, Coll2012-170, ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California

**Subjects and Indexing Terms**
Gay erotic photography
Photographs
Photography of men
Mizer, Bob (Robert Henry)
Athletic Model Guild
box-binder 1

A-C

List of Models

box-binder 2

D-G

List of Models
Joe Dallesandro, Bill Dawson, Shawn Daymor and Dave Jones, Ray Debasitis, Don Deckman, Floyd de Forrest, Richard Du Bois, Paul Duckworth, Gene Eberle, Gene Eberle and Bob Yerkes, Gene Eberle and Donald Silvio, David Elliott (Jon Iverson), Larry Farrell, Jerry Feniello, Jerry Feniello and Don McLeod, Don Ferrera, Walter Fife, Dick Findley, Mike Finnegan, Ken Franklin, Don Fuller, Ed Fury (Ed Holovchik), Ed Fury [signed], Ed Fury and unidentified model, Jack Genuine, Harry Roper (Harvey Lifsan) and Sydney Gerard, Dick Getzelman (David Gilman), Hal Gillespie, John Glynn, Pepper Gomez, Gonzales, Steve Gooding, Jim Grant, Charles Grayling, and Jim Guissi.

box-binder 3

H-L

List of Models

box-binder 4

M

List of Models
List of Models


List of Models