Finding Aid to the Advertising Cards, Greeting Cards, and Postcards, 1900-2015 Coll2015-015

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Physical Description: 11 Linear Feet 11 archive shoe boxes, 2 archive boxes, 1 flat archive box
Date (inclusive): 1900-2015
Date (bulk): 1980-2000
Abstract: Advertising cards, greeting cards, postcards, postcard books, and other printed ephemera. The collection primarily documents twentieth century global lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual and ally (LGBTQIA) aesthetics, culture and history as represented in commercial cards made to be collected or mailed to customers, family, or friends.
Scope and Contents
The collection comprises correspondence artifacts consisting of printed graphics and ephemera including advertising cards, greeting cards, studio cards, postcard books and postcards documenting the diversity of lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual and ally (LGBTQIA) aesthetics, culture, and history. The collection includes both mailed and unmailed correspondence artifacts with tourist, souvenir, and graphic art intended for correspondence or private collection. The materials range from humorous cultural references to erotic imagery and text, as well as images of people, places and events that have a strong resonance within the homosexual consumer community.
Conditions Governing Use
All requests for permission to publish or quote from manuscripts must be submitted in writing to the ONE Archivist. Permission for publication is given on behalf of ONE National Gay and Lesbian Archives at USC Libraries as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which must also be obtained.
Conditions Governing Access
The collection is open to researchers. There are no access restrictions.
Preferred Citation
[Box/folder #, or item name] Advertising Cards, Greeting Cards, and Postcards, Coll2015-15, ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California.
Arrangement
The collection is organized into three undated series:
Series 1. Advertising cards
Series 2. Greeting cards
Series 3. Postcards
Biographical / Historical
The collection reflects an evolution of communication in the gay community from covert to overt beginning with early 20th century photographic art reproductions with homoerotic subtext. A tacit respectability was accorded by the imprimatur of international museums which had capitalized on the pre-First World War postcard fad by retailing images of works of art in their collections. Nude classical sculpture and images with similar sexual undertones had been apparent in art magazines and American greeting cards since the late 19th century. Advances in color lithography allowed small publishers to keep pace with a growing market, and specialty risqué greeting cards appeared decades before the industry leaders began catering to niche consumers in the 1970's. The gay embrace of the printed format shadowed mainstream markets with the adoption and adaptation of popular culture iconography, from the easily shared or hidden pocket collectible dirty French postcard, to the subversion of subversion and stereotypes with humor, puns, double entendres, and innuendo of kitsch, camp imagery, and mail art later in the century. An increasingly ubiquitous gay aesthetic enjoyed the broader public’s eventual acceptance of unabashedly straightforward non-straight erotic and radical imagery in highly visible commercial, retail, and fine art sold and mailed without a plain brown wrapper or adult content warning label.
Immediate Source of Acquisition
The collection consists of correspondence artifacts separated from the ONE Archives’ Subject Files and augmented by subsequent non-archival donations.
Processing Information
The collection is an open and artificial collection processed by ONE Archives volunteers.
Related Materials
The ONE Archives Subject Files collection has a variety of correspondence artifacts, most notably the advertisement mailers in the "Bars" section, and cards in the Lesbian Legacy Subject Files. The Dan Luckenbill Papers includes postcards with advertising, arts, erotica, and geographic subject items from the United States, Greece, Puerto Rico and Vietnam. The Sunny Bak Photography Collection Coll2013-037 includes examples of the artist's photographs of lesbian women and couples for 10% Productions greeting cards, and catalogs from G Gallery. Postcards and other ephemera illustrating cross-dressing from the 19th and 20th centuries are in the Ralph W. Judd Collection Coll2007-020 and the Andrew M. Schwartz Collection Coll2008-060. Mail art is included in the Orlando Gallery Records Coll2013-038 and the Woman's Building Records Coll2014-126. The Twice Blessed Collection Coll2010-003 includes Jewish lesbian, gay, bisexual, and transgender printed ephemera, while other collections such as the Ray L. Burns and Art Miyashima Photographs and Postcards collection have materials with a geographic or ethnic emphasis.

Subjects and Indexing Terms
Advertising fliers
greeting cards
Photographic postcards
Postcards
Printed ephemera
Gay erotica

Advertisign cards
Scope and Contents
The series includes cards distributed by merchants or manufacturers to advertise or promote their business, event, or product either by direct-mail or placement in commercial establishments.

Card packs
Scope and Contents
Arrangement
The materials are arranged alphabetically by publisher.

Merchandise and event cards
Scope and Contents
Merchandise and event cards include direct-mail and free materials printed in a postcard format and often distributed as handouts in community businesses as well as those displayed in racks in public spaces.
Arrangement
The materials are arranged alphabetically by subject including AIDS, art, bars, books and authors, business, events, film, invitations, lectures, literature, magazine/periodicals, miscellaneous, music, organizations, politics, pride, sex, sports, television, theater, and oversize.
Scope and Contents

Greeting card titles and series titles include:

A Robert Samuel Card; Albert M. Bender Collection; Art with Heart; Back to Nature; Backes Cards; Barazoku Collection; Cirby Collection; Circle of Thomas Eakins; Common Threads; Contemporary American Photographers; Cyote Run; Erotica; Famous Stars Collection 2; Fineline; Gallery Collection; Jeff Palmer Originals; M.P. Caviasca Collection; Male Moods; Miscellaneous Notecards; Musical Notes; Notecard Packets; Pantheon Series; Photogalerie the Compagnie; Photographics; Picture Frame; Prnbroker Collection; Rodeo Pantheon Series; Series A; Series SP; The "Opus of Deorum" Collection; The Calla Collection; The Cameron Collection; The Colt Collection; The Compagnie; The Gallery Collection; The Leather File; The Prestige Print Collection; Third Western States Exhibition. A Jock at Heart; A Romantic…; A Taxi Named Desire; A Valentine Come on; Adam; After the Game; After the Storm; Alain; An Army of Lovers; Andrew; Apache; Aquarius; Aries; Army Wrestling; Artemis; At The Zoo; Axel Rabiger 2; B & W Lingerie; Baby Please; Banana Zeppelin; Baths of Ancient Rome; Bedtime Story; Beefcake; Behind the Chutes; Big Basket in Boxer Shorts; Bike Park; Birth of a Hero II (The Holy Instant); Birth of Apollo; Birthmark; Black and White; Black Socks/Garter Fantasy; Boaconstriktor Baby; Boots; Bound and Uniformed; Boy with Crutches; Boys on the Dock at Loeb Camp; Brawny Birthday; Buddy Jones; Businessman Trashing on Lunch Hour; Buster at the Beach; Bust'n Out; Butch Cocktails; Cafe; California Heroes; Cancer; Capricorn; Carlos, Andres, Mike; Cheap Hotel; Checkerboard Buns; Chris; Ciao Amaramal; Closeted Cruisers; C-Note; Cowboy in Distress; Cowgirls; Cupids; David; Devlin; Diana Bathing; Dirty Music; Discus; Divine; Dreams 1947; Dude in Black Jock; Dumbell Boy; Dungeon Master; Egyptian Wrestlers; El patio de frida; Eric with Hat; Exposed; Expressions from the Male Room; Faint Harmony; Fairy; Field of Dreams; Four Eyes; Freaky Fists; Frieda and Diego River; From a Cowboy's Love; Gemini; Get Fit; Got Your Heart Broke; GQ Type; GQ Type Taking Shower; Grant Show; Greg Spaulding; Handwriting; Hang man; Happy Birthday Baby; Happy Birthday, My Love; Heavy Construction; Hell Hole; High Noon; Holding Just Right; Homage to Goya; Homage to Pier 46; Hot Cop!; Hot Tub; In Case of Emergency Break Glass; Informal Evening; Ink Drawing of Larry and Mel In A Diner; Invitation; Jake Tanner-Studio 1990; jap 2; jap 3; jap 4; jap 6; Jared; Jennifer & The Twins #2; Jeremy Jordan; Jerry Anaconda; Jimmy; Joe Heiner; John Stamnos; Jonathan; Joshua; Ken; Kissing Booth; Kyle Jessup; L. A. Pink; Laid Back; Lance and Thor #1; Legs; Leo; L’Homme de Cromagnon; Libra; Lifestyles; Light Showers; Lighthouse Court; Lost on a Sea of Desire; Low-Down Horny Heart; Lunge; Male Nudes at the Site of "Swimming"; Male Nudes in a Seated Tug-of-War; Male Students Posing in the Art Students' League of Philadelphia; Man Taking Shower in Beverly Hills; Man with Cat; Manwatcher; Marilyn; Mark; Mark 1; Mark 2; Masks; Matt and Brian; Matt Rhoades; Men Alike; Mike; Mike and Jack; MILLS COLLEGE STATION; Mirror, Mirror; Mother and Daughter; Motion Study: "The History of a Jump"; MUSCLEs; My Dreams Have No Faces; Nets of the Sun; Nets of the Sun 47; Nicole; Night in the Desert; Noise in the Night; Offrande; On A Clear Day; On the Beach; Owen Moore; Palermo; Paul en Benno; Pele; Pisces; Pyramid Builders; Quentin Crisp; Rain; Ratcliff's Fantasy; Real Cowboys; Reclining Nude; Requiem; Resort; Retro Heart; Revelations; Reverie; Rick Schroder; Riding Together; Rob and Rod; Safford; Sagittarius; Save Sex; Scorpion; Scott Daly; Shawn Wilson; Shore Leave; Siesta; Sit on My Face; Slave Market; Solitaire; Some Boys; Somewhere Else There; Stiff Competition; Sts. Sergius and Bacchus; Stud in Hot Tub; Studios Toro; Sunday; Sunrise; Surf Bored; Tai; Taken up; Tank Tops; Tatoo For you; Tattoo; Taurus; Teddy Garr; Teen Idle; Thank You Very Much; The Anchor Hotel; The Art Critic; The Basement; The Bather; The Boys on the Beach; The Changing Room; The Promises of Morning; The Shed; This Much…; Three Young Women; Threesome; Tiger Tyson; Tom; Tony; Tormenta Sicily; Torso; Two Men; Unmade Bed; Untitled; Untitled #1; V-Day Sailor; Virgo; Walt Whitman; Warm Feet, Warm Heart; Water Boy; Weihnachtsmanner 80; Wil Wheaton; Wish You Were Here; Yummy.

Arrangement

Greeting cards have been organized into two sections: artist/photographer and publisher.
**Artist/Photographers**

Scope and Contents

Includes artist/photographers:

Andrade, Gregory; Anthony, David; Arimondi; Atomicstudio.net; Backes, Nick; Bader, Denis; Baker, Clifford; Baratz, Steven; Bartell, Amy E.; Bastille; Belin, Gilda; Boll, Steve; Benoit, Luc; Bianchi, Tom; Birck, Timothy; Bjorn, Kristen; Blair, D.; Blanca, Paul; Blevins, Steve; Boucher; Boulet, Susan Seddon; Braden, D.; Brennan, Brian; Britenriker, Vance; Buerkholtz; Cahill, Bill; Callahan, David; Cervone, E.; Chadwick, Michael; Chester, Mark I.; Chung, Chakki; Clay; Cole, Steve; Colt, Rip; Costner, Tom; Coughenour, Jim; Cox, George C. Daley, Joann; Day, Donna; De La Pava, Augusto; Debreemre, Patrick; Dehaan, Ralph; Donelan, Gerard; Eakins, Thomas; Eff, Jay; Eisenblatter, M. H.; Emrich, Bill; Eric; Escalante, Antonio; Evans, Jim; F. J; Ferreira, Carl; Fisher, Maurice; Flasche, Phil; Fox, Ron; Freeman, Ed; French, Jim; Gamar; Gerhart, Klaus; Good Times Coming; Greene, Tolin; Gutierrez, P.; Guttke, Robert John; Hale, Barbara; Hamon, Stephen F.; Harper, Jute; Harvey, Stephen; Harwist, Davie; Hauk; Hechter, Conrad; Heiner, Joe; Higgins, Thom Archon Hirano, Go; Hockney, David; Hood, Sam; Howe, Delmas; The Hun; Jamal; James, Patrick; Jeffery, Tony; Jenkins, Christie; Johnson, Joe; Johnson, Joseph; Jones, Matson; Juario, Rolf; Ka; Kahlo, Frida (Frieda); Kaiser, Thomas; Kal; Keefer, Dean; Kent, Nigel; Lalo; Langhorne, Harry; LaSenna, Robert; Latino Fan Club; Leibovitz, Annie; Lentz, Robert; Lindley, Gerrard; Ling, Ch' en; Lloyd, Peter; Loy, James; Lynch, Mark V.; Manasse, Geoff; Mapplethorpe, Robert; Marc, Julian; March, Charlotte; Marcus, Jewels Joyce; Martin, David; Massengill, Reed; McCracken, Lynn; McGinty, Mick; McNamara, Tom; Michi; Miller, Maxine; Mozart, Zoe; Mukai, Dennis; Muller, Dan; Myers, Jim; Myrick, Gary; Natalie; Neil, Tim; Nelson, Laurence; Nicoletta, Daniel; Ockenga, Starr; Odom, Mel; Olaf; Opal, Robert; Orsen; Ostier, Andre; Palladino, Peter; Palmer, Jeff; Patten, Suzanne Urbani; Payton, Lewis; Pete; Photo, Shimubukuro; Piette, Georges; Pittman, Daniel; Postman, Stevee; Pug, Herman; Quaintance, George; Quiroz, Carlos; Rabinowitz, Ruth N.; Rackerby, Don; Raspaunt, Eric; Rausch, Robert; Raymond, Lilo; Rex; Rinder; Roberts, Mel; Rocco, Pat; Rock, Michael; Roffman, Howard; Roscoe; Ruddell, Gary; Rutherford, Roger; S., D.; Sable, Kas; Scarisbrick, Ed; Schorr, Todd; Sean; Sell, Michael; Shotz, Ozle; Silombria, Marco; Silvercloud, David; Smith, Andrea; Smith, J. Frederick; Smith, Steve; Solari, Peter; Sprigle, Dave; Stanley, Naomi; Stavrinos, George; Strawser, Darryl; Steiler, Stanley; Stevens, Jon; Stewart, Stephen; Stine, Richard; Strawser, Darryl; T.J., Willmouse; Thomas, Derek; Tolin/Rock; Tom of Finland; Towe, Ken; Tress, Arthur; Underhill, Steven; van Manen, Hans; Vega; von Gloeden, Baron Wilhelm; Wade, Bob; Walker, Steve; Warffemius, Jan Carel; Watson, Mal; Webber, Bruce; Welsh, William; West, Muscle; West, R; Wigler, J.; Wilkins, Mac; Wilson, Scott; Yates, Dirk; Yetsas, J.; York, Wendy Jill; Za-Hazzanani; Zick, Brian; Zrkadas, Joanna.
Publishers

Scope and Contents
Includes publishers:

10% Productions [aka 10 Percent Productions]; A Gay Imperative Card; A Hype Card; Act One; All Star Enterprises; Ambassador Cards; Ambush!; American Greetings; Aquavision; Art Unlimited; As We Are; Athena; Aunt Charley Original; B.A.D. Studio; Bay Bridge Images; Belly Lafts; Big Daddy; Big Fun; Black & Whites; Bo-Tree Productions; Boyfriends of the Sunset Strip Hollywood, The, Inc; Brahma Studio; Brazen Images; Bret; Brett; Brothers, MPP Company; California Dreamers; Calla Productions; Camp it up!!; Card Flash Graphics; Cartes Trapeze Cards; Catalyst; Catch Productions; Catch; Celestial Arts; Charles Bragg; Chippendales; Colt Collection, The; Colt Studio; Comstock Cards, Inc.; Dada Press; Daimonix; Dark Fire Images; David's Print Shop; De Parture; De Winters Studios; Dee Parture; Designs by Judith; DF Aperture Logo; Di Sap Card Co.; Diffusion French Art; Drummond Design; Dukefoto; Editions Limited; Elegant Exposure; Elizabeth Graphics; Emotion Graphics; Emotional Rescue; Erotica; Explanations Incorporated; Exposed Cards, Inc.; Falcon Studios; Fantasy Graphics; Ferrari Puppy Ltd.; Festa Enterprises Inc.; First Class; Fizz Concepts; Focus photoarts; Force 1; Fotofactory.com; Fotofolio; Fresh Apple Cards; Fun House; Galerie Leon; Gallant; Gamar Studios; Gas Line Cards; Gayline Greetings; G-Gallery; Gibson Greetings, Inc.; Girlie-Girl, Inc.; Global Odyssey Design; GMHC; Graphics Etc; Greeting Cards by Ron Fox; Hallmark; Hand Screened; Harvey Hutter & Co. Inc.; Heart Throbs; Heart to Heart; Homemade Chocolate; Hysterical Greetingcards; Ideas Photographic; IEM; Ink Drop Productions; InnoVisions; J J Studio; Jazz; Joe Johnson Studios; Juvenile Delinquents; Kaboom!; Kahnay Cards; Kalan; Kipuka Press; Kyle Studio; LA DEN; La Te Da Designs; Lafts by Marcel; Lambert Studios; Leather Fraternity, The; Leslie Lohman Gallery; Lip Production, LTD.; Lobo Studios; Looking Out Productions; Maine Attraction; Maine Line Company; Male America; Marcel Schurman Company, Inc.; Mark 1 Inc. ; Man Imagines; Message Units; Metagraphics Inc.; Midnight Movies; MikWright, Ltd.; Miles Kimball; Milky; Myrick Artworks; N&N Publishing; New Heights; NobleWorks; Noteables; Nu Vo West Graphics; NuVo Photocards; O Card Corp.; Occasional Quips; Old Queen Enterprises; Olympix; Pal Press; Palm Press; Pan-Graphic Press; Paper Hearts; Paper Moon Graphics, Inc.; Paradise Cards; Parisian Press; PARSONS & SMITH INC.; Peeking Duck Press; PFLAG; Phenomenon Factory; Philadelphia Museum of Art; Photogravure, Inc.; Photomics; Pier Avenue; Pilot Light Productions; Pit Bull Graphics; Playgirl Cards; Pomegranate Publications; Portal Publications; Portal; Portfolio Gallery; Positive Image; Post Card; PPB Designs; Quest Art Inc; R.F. Hooper; Raging Stallion Studios; Raw Graphics; Recycled Paper Products, Inc.; Red Hots; Redi J-Kards; Reyton; Rinder's Photo Gallery; Rob Amsterdam Cards; Rockshots, Inc.; Roger Cards; Ross Cards; Row House Philadelphia; Rude Graphics; Saga; San Francisco Museum of Modern Art; Scenic Overlooks; Shoebox Greetings; Shooting Graphics; Snapshot Cards; SOHO Galleries; South Beach Cards; Spare Parts; Stag Line, The; State Library of New South Wales; State Of Man; Steven Baratz Photography; Studio A; Studio Bookshop, The; Sure Shot; Syracuse Cultural Workers; T.N.T. Designs, Inc.; Tate Gallery Publications; Thanasi; The Advocate; The Art of Leon; The Campagnei; The Hirsute Club; The Hun [aka Bill the Hun]; Thought Factory; TNT Designs; Tom Finland Foundation Members Only; Tom of Finland Company; Tom of Finland West Graphics; Top Hole; Trapeze, Inc.; Truitt Design; Trumf Kort; Unknown; Upbeat Studio; Vega Studios; Verkerke Reprodukties; Veronica Graphics; Village Lighthouse, LLC; Vissual Directions; Vita Greeting Cards; W. Q. Denatale Designs; We Are Family; Weiser Sales Corp.; Wendy Jill York Productions; West Graphics; Western States Art Foundation; Whispering Hearts; Womyn Todaz; Yesterday Cards.
Postcards

Scope and Contents
The collection includes both mailed and unmailed postcards as defined as a rectangular sheet of paper about 3-1/2 inches high x 5 inches long x 0.007 inch thick with a photograph or illustration on one side. Most are commercially-produced without imprinted postage and designed for mailing at a reduced rate without an envelope.

Arrangement
Postcards have been organized into six sections: artist/photographer; geographical; miscellaneous blank, original art, and homemade; oversize; postcards and stationery including packs and sets; and publisher.

Artist/photographer
Scope and Contents
Includes artists Boyle, Bernie; Camper, Jennifer; Cunningham, Thomas; Friedkin, Anthony; Haring, Keith; Hutter, David; Kardenas, Sergio; Lang, Rob; Pasek, Mark; Rand, John; Sekigushi, Kinu; Stellar, Stanley; Weber, Bruce.

Geographical
Scope and Contents
Includes the following places of origin and subjects:
Arizona, California, Colorado, District of Columbia, Florida, Hawaii, Illinois, Indiana, Louisiana, Maine, Massachusetts, Nevada, New Hampshire, New Mexico, New York, Ohio, Pennsylvania, Texas, Virginia, Washington. Australia, Brazil, Canada, China, Denmark, France, Germany, Greece, Italy, Jamaica, Mexico, Netherlands, Norway, Portugal, Republic of South Africa, Spain, Sweden, Switzerland, Turkey, United Kingdom.

Miscellaneous blank, original art, and homemade.

Oversize
Scope and Contents
Bodygraphics, by Costas Evangelatos; Bruno Gmunder postcardbooks: Boys will be Boys, by Joe Phillips; Manga Boys, by Kinu Sekigushi; and a Card Pack with Magnets including I truly feel lucky

Postcards and stationery including packs and sets
Scope and Contents
Includes party invitations titled: Come on Over, We're Having a Party, and Please Come. Includes Love Notes: designed by Joe Johnson; Postcard books: Baly Hinter Wipflinger: 16 Postcards; Bruno Gmunder Verlag postcardbooks: Berlin; Bel Ami, 1997; Bel Ami, 1999; Bel Ami, 2000; Best of Fisky Memories; Bruno Gmunder postcardbooks: Falcon Studios; Kristen Bjorn; Jonathan Black; Chronicle Books: Andy Warhol, Men 30 Postcards; Chronicle Books: Men! 31 Curious and Remarkable Postcards; Falcon: Best of Legends, the Men of Falcon 17; Men Magazine: 20 Years of Men, 4 of 7; 20 Years of Men, 7 of 7; Pomegranate Artbooks: Gay Portraits: A Book of Postcards; South Sea Island Men: Souvenir Photo Collection; Taschen: Beefcake 30 Postcards; Some Mail Nudes 30 Postcards.
Publisher

Scope and Contents