

Guide to the Sex in Advertising Collection,

Descriptive Summary

Title : Sex in Advertising Collection
Dates : 1970s - 2010s
ID Number : S77
Language(s): English

Repository: Special & Digital Collections
University of South Florida Tampa Library
4202 East Fowler Ave., LIB122
Tampa, Florida 33620
Phone: 813-974-2731 - Fax: 813-396-9006
[Email Special & Digital Collections](#)

Administrative Summary

Acquisition Information: Donation

Access Conditions: There are no access restrictions.

Processing History: Complete.

Preferred Citation: *Sex in Advertising Collection, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida.*

Related Material: The Donald L. Bentz Collection, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida.
The Equality Florida Records, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida.
The National Center for Lesbian Rights (St. Petersburg Office) Collection, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida.
The Rex Maniscalco Collection of Bobbie Smith Photographs, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida.
Gay Surfer Collection, Special Collections Department, Tampa Library, University of South Florida, Tampa, Florida

Biographical Note

Donor wishes to remain anonymous.

Scope Note

This collection contains advertisements that depict women, men, and bodies. These ads were clipped by the donor from magazines, newspapers, and catalogs, and selected for their portrayal of sexuality or sex.

Arrangement Note: By product type as originally arranged by donor, and by women/men/co-ed as arranged by archivist.

Arrangement

By product type as originally arranged by donor, and by women/men/co-ed as arranged by archivist.

Subject Headings

Subject Terms: Advertising
Sex
sex in popular culture

COLLECTION CONTENTS

BOX 1

ITEM : Binder 1 - Male Underwear

ITEM : Binder 2 - Jeans

ITEM : Binder 3 - Perfume

BOX 2

ITEM : Binder 4 - Footwear

ITEM : Binder 5 - Liquor

ITEM : Binder 6 - Jewelry

ITEM : Binder 7 - Clothing

BOX 3

ITEM : Catalogs

FOLDER 2 : Transwoman (Carmen Carrera)

FOLDER 3 : Co-ed

FOLDER 4 : Women

FOLDER 5 : Men

Last modified on November 3rd, 2015

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