

# Guide to the Good Vibrations Collection

MS 2025



compiled by Christy Tomecek

August 2015

Yale University Library  
P.O. Box 208240  
New Haven, CT 06520-8240  
mssa.assist@yale.edu  
<http://www.library.yale.edu/mssa/>

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## Collection Overview

**REPOSITORY:** Manuscripts and Archives  
Yale University Library  
P.O. Box 208240  
New Haven, CT 06520-8240  
mssa.assist@yale.edu  
<http://www.library.yale.edu/mssa/>

**CALL NUMBER:** MS 2025

**CREATOR:** Good Vibrations (Firm)

**TITLE:** Manuscripts and Archives, Yale University Library Good Vibrations  
publications collection

**DATES:** 1986–2015

**PHYSICAL DESCRIPTION:** .25 linear feet (1 box)

**LANGUAGE:** The material is in English and Spanish.

**SUMMARY:** This collection consists of printed ephemera produced by Good Vibrations, a feminist sex toy shop founded by sex educator Joani Blank in San Francisco, California in 1977. Materials include booklets and pamphlets for educating customers on various aspects of sexual activities and sexuality, outreach materials for encouraging sex positivity, and promotional items for the store including business cards, fliers with workshop information, and product catalogs. Educational and outreach materials focus on tips and guides for sexual activities as well as customer stories of using products purchased at Good Vibrations. Materials cover from 1986 to 2015, with the bulk from 2000-2015.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <http://hdl.handle.net/10079/fa/>

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## Requesting Instructions

To request items from this collection for use in the Manuscripts and Archives reading room, please use the request links in the HTML version of this finding aid, available at <http://hdl.handle.net/10079/fa/>.

To order reproductions from this collection, please go to [http://www.library.yale.edu/mssa/ifr\\_copy\\_order.html](http://www.library.yale.edu/mssa/ifr_copy_order.html). The information you will need to submit an order includes: the collection call number, collection title, series or accession number, box number, and folder number or name.

Key to the container abbreviations used in the PDF finding aid:

b.      box  
f.      folder

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## Administrative Information

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### Immediate Source of Acquisition

Transferred from the Librarian for Lesbian, Gay, Bisexual, and Transgender Studies and Women's, Gender, and Sexuality Studies, 2015.

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### Conditions Governing Access

The materials are open for research.

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### Conditions Governing Use

Copyright has not been transferred to Yale University. Transmission or reproduction of materials protected by U.S. Copyright Law (Title 17, U.S.C.) beyond that allowed by fair use requires the written permission of the copyright owners. Works not in the public domain cannot be commercially exploited without permission of the copyright owners. Responsibility for any use rests exclusively with the user

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### Preferred Citation

Manuscripts and Archives, Yale University Library Good Vibrations Publications Collection (MS 2025).  
Manuscripts and Archives, Yale University Library.

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## Biographical / Historical

Good Vibrations was founded in 1977 by Joani Blank in San Francisco, California. Blank is a sex educator and sex therapist who taught classes and led therapy groups on different aspects of human sexuality throughout the 1970s. Blank also operated Down There Press, which published books, pamphlets and guides for sexual self-help. Good Vibrations was opened as a response to requests for a "clean, well-lighted place" to shop for sex toys and books. It was established as a feminist, sex-positive environment that serves all genders and all sexualities. The store also offers sex education workshops on a variety of topics related to sexuality and sexual practices. The business also has a mail-order business and catalog. Today, the mail order business continues through the company website. The business became a cooperatively owned establishment with all the employees in 1992. In 1994, Joani Blank left the company to pursue other interests. In 2006, Good Vibrations changed from a cooperative model to a corporate model of ownership. As of 2015, Good Vibrations operates seven stores in California, mainly in and around San Francisco, one store in Brookline, Massachusetts, and an online site. Good Vibrations also produces its own erotic videos as part of their video production company Good Releasing.

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## Scope and Contents

This collection consists of printed ephemera produced by Good Vibrations, a feminist sex toy shop founded by sex educator Joani Blank in San Francisco, California in 1977. Materials include booklets and pamphlets for educating customers on various aspects of sexual activities and sexuality, outreach materials for encouraging sex positivity, and promotional items for the store including business cards, fliers with workshop information, and product catalogs. Educational and outreach materials focus on tips and guides for sexual activities as well as customer stories of using products purchased at Good Vibrations. Materials cover from 1986 to 2015, with the bulk from 2000-2015.

## **Arrangement**

The collection is arranged by document type.

## Collection Contents

b. 1, f. 1	Educational and outreach materials	1992-2000, undated
b. 1, f. 2	Promotional materials	1986, 2013-2015, undated

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## **Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### **Subjects**

LGBTQ resource  
Sex instruction  
Sex toys

### **Corporate Body**

Good Vibrations (Firm)

### **Contributors**

Good Vibrations (Firm)  
Yale University. Department of Manuscripts  
and Archives