

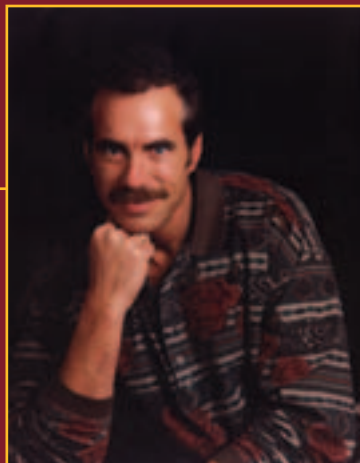
Well before the June 1969 Stonewall riots threw open the closet doors to unleash and proclaim an unmistakable gay mantra, myriad clues — some subliminal, others overt — clearly ingrained the notion of homosexuality in advertisements appearing on the pages of many American periodicals.

Hedonistically intertwined with homoerotic connections are advertising themes such as vanity, virility, and carnal pleasure. Gay intimacy and interaction, references to the male genitalia, and threats of sexual conquest of and between men can be documented in ads as far back as the late 1800s.

And, although the images reflected in their advertising mirror are fewer and farther between, women who prefer the company of other women similarly have been goosed and gandered by Madison Avenue.

In this richly illustrated tapestry hinting at homosexuality in American advertising, Bruce H. Joffe examines and analyzes over 200 suggestive ads . . . concluding that gay imbroglio and innuendo tease at us amid subliminal elements seductively perceived and strategically portrayed.

A Professor of Communication who's taught Gay & Lesbian Studies courses at George Mason University, Dr. Joffe is now on the faculty of Mary Baldwin College where he continues to explore sexual minorities, the media, and cultural norms.



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A HINT OF
HOMOSEXUALITY?

BRUCE H. JOFFE



A HINT OF HOMOSEXUALITY?

'GAY' AND HOMOEROTIC IMAGERY
IN AMERICAN PRINT ADVERTISING



BRUCE H. JOFFE

9"



Color Backgrounds or
Images beyond Printer's
Crop Marks will **NOT**
show on the actual Book
Print.



NOTE: Spine width may change during final production of the book.
Below 108 pages or 0.216 of an inch will no longer have spine text.