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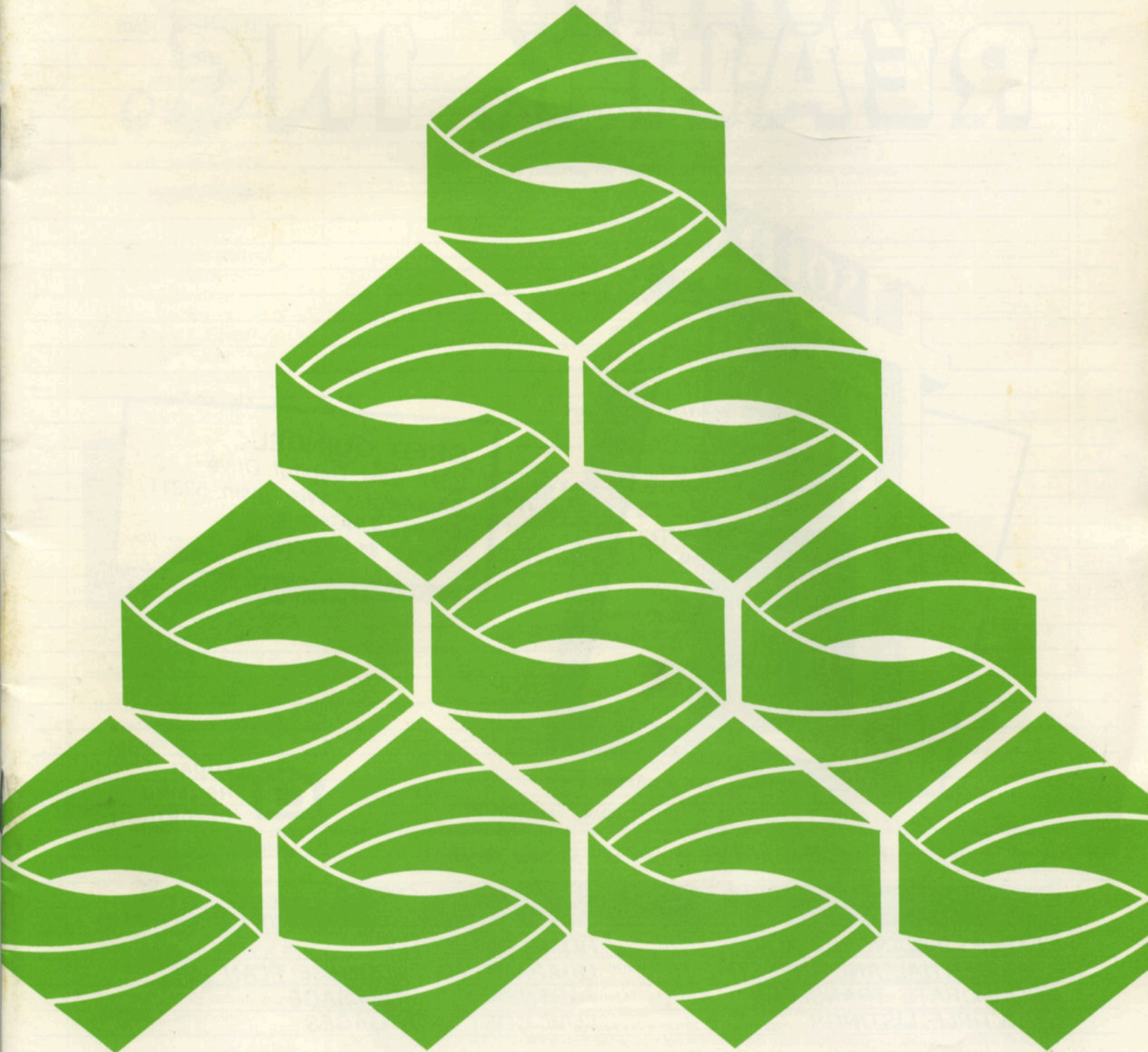
A CREAM CITY BUSINESS ASSOCIATION PUBLICATION

FREE

# SPECIAL • EDITION

A GAY VISION OF THE BUSINESS WORLD

VOLUME 1 NUMBER 3 WINTER, 1983



BUSINESS BRIEFS EMPLOYMENT LEGAL BOOKS                      ORGANIZATIONS HEALTH CCBA NEWS ARTS

# SPECIAL EDITION

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*CCSE especially thanks Bob Gliniecki of Alpha Composition for his many overtime hours spent keeping us on schedule.*

*Additional thanks to Bob Stocki, graphic artist, for his substantial contribution of production materials.*

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**Gay Pride.**

What is it? The phrase has been used often in recent history, but what does it mean? Are we proud to be gay, proud to be part of a minority which has been suppressed and oppressed for centuries?

I think a better term is: gay, and proud. One is proud to serve one's profession well, proud to live a meaningful life, and proud to help others less fortunate in society as a caring, well-rounded gay person. It makes no more sense to be proud of being gay than of being left handed or exceptionally tall. A percentage of the populace naturally has any of these traits.

Pride as an emotion can be either virtue or vice. I refer here to the positive side of pride, the feeling of fulfillment and joy. As such, it is a very inward emotion, centered in "self". As a society, Americans have graduated from the "we" generation of the sixties to the "me" generation of the seventies and eighties. Yet in a way it's the same thing. The gratification one experiences by helping others can be as personally constructive as any overtly self-oriented program or course. And in its pure sense, this pride is completely independent of one's affectional preference.

Unfortunately, some segments of society have not had structures to encourage a positive self image. In particular, racial minorities and gay people have had long struggles to build organizations and develop role models to encourage the growth of others within their communities. Recent years have seen the quiet (and sometimes not so quiet) emergence of gay-supportive organizations, responding to the gay community's growing



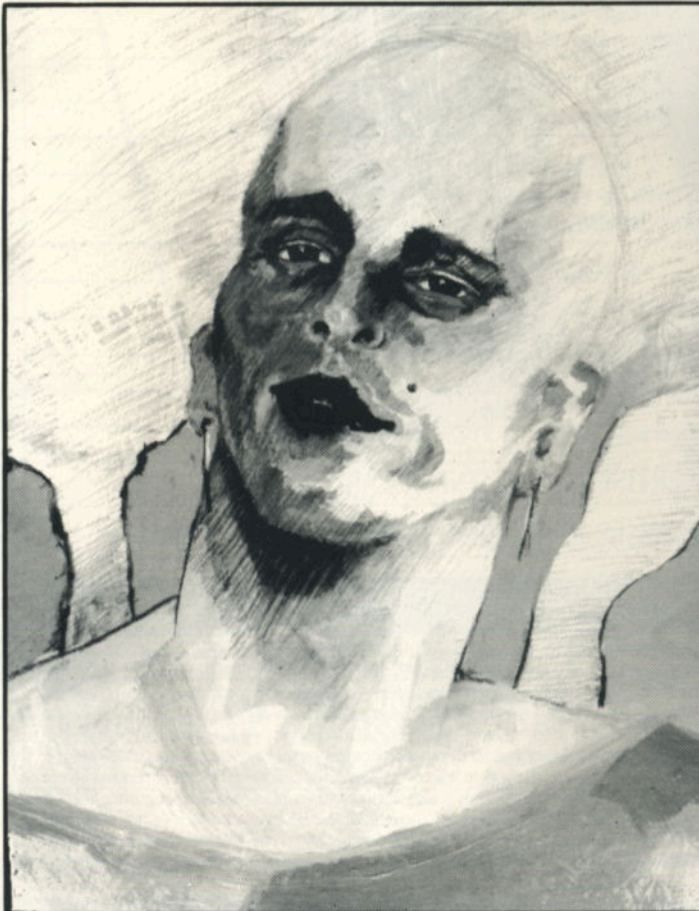
*Marc Hauptert*

visibility and awareness. An important component of that movement of late has been business and professional councils for the support of gay people.

Of great interest to me at the recent NABC conference was the fact that almost all of the gay business councils have one common quandy: they all know people feel a need for their organizations but they can't put a finger on exactly why. Words like comradery, support and business enhancement are used, but I propose the common denominator is the need for personal fulfillment (i.e., pride). As gay people we need encouragement and role models to help fully develop the business-oriented dimension of our lives. We have a need not only to perform but to excell. (Recent studies have shown that a disproportionate share of successful entrepreneurs grew up in adverse circumstances.)

We need to uncover a key factor of our lives—the ability to conduct a meaningful professional life in which we can take pride.

This magazine hopes to play a small role in encouraging all segments of our society to "be who you are and all you can be". Articles in this issue detail the growing visibility of gays in the marketplace, how to be "professional" in one's life, responsible use of credit, the National Association of Business Councils, book selections, reviews, poetry and more. Throughout, we hope to provide some tools for those pursuing a life of which they can be proud. Not proud *of* being gay, but proud *and* being gay.



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**UPCOMING EVENTS**

December	1	Public Relations Committee Meeting. 7:30pm.
	4	CCBA Christmas Party. PAC. 3-7pm.
	12	Membership Dinner Meeting. 6 pm. Oak Room Restaurant.
	18	Wine Tasters Get Together. Reservations by December 14 by calling 277-1464.
	27	Board of Directors Meeting.
	29	Public Relations Committee Meeting. 7:30pm.

January	11	Membership Dinner Meeting. 6pm. Top of the Marine Restaurant.
	15	Wine Tasters Get Together. Call 277-1464 for information.
	25	Board of Directors Meeting.
	26	Public Relations Committee Meeting. 7:30pm.
February	12	Valentine's Day Brunch. Noon. Park East Hotel.
	28	Board of Directors Meeting.

**NABC ENDORSES AMICUS BRIEF**

**CCBA SELECTS  
NEW LOGO**

At the April, 1983 CCBA Board of Directors meeting, a resolution was passed to appoint an ad hoc committee to: select an artist for development of a new CCBA logo; develop a statement of intent for the artist's use; receive board input regarding the statement, and select the actual logo upon conferences with the artist. Committee members included Ralph Navarro, Marc Hauptert, and five CCBA members not on the Board who possess, collectively, an artistically critical eye.

After lengthy meetings discussing the 'essence' or 'feel' of CCBA and how it should be portrayed, the committee decided on the following statements to express the visual image of CCBA:

*"CCBA wishes to be perceived as a professional, purposeful and progressive organization, but with a distinctly humanistic character. The image we will choose should be dynamic, energetic and direct to portray these attributes."*

Upon contacting all member artist/designers, the committee selected Orloff to develop the new logo. Working from the above statement and input during the course of several meetings, Orloff developed the logo shown here. Its directness and dynamic energy were particularly attractive to the committee. Its several adaptations will be used in every setting from newsletters, ads, merchandise and all printed pieces to the Cream City Special Edition.

Designed to be used with or without the initials or name of CCBA, the logo is at once discreet and very identifiable. The PR Committee will now determine the proper placement of the logo in future settings.



Dear Privacy Rights Supporter:

The rights of unmarried consenting adults are at risk and you can help insure that the United States Supreme Court receives proper input before it renders a decision next spring in *State v. Uplinger*. The Sept./Oct., 1983 issue of *California Privacy Reports* details the case:

**SUPREME COURT TO DECIDE RIGHTS OF CONSENTING ADULTS**

The Supreme Court will be reviewing the opinion of the New York Court of Appeals [*People v. Uplinger* (1983) 447 N.E.2d 62] in which New York's highest court declared unconstitutional (on federal grounds) Penal Law Sec. 240.35(a)(3). This provision made it a crime for a person to loiter in a public place for the purpose of engaging, or soliciting another person to engage, in deviate sexual intercourse. The New York Court of Appeals said that the loitering statute "must be viewed as a companion statute to the consensual sodomy statute . . . which criminalized acts of deviate sexual intercourse between consenting adults." The *Uplinger* opinion added: "We held in *People v. Onofre* [(1980) 415N.E.2d 936] that the state may not constitutionally prohibit sexual behavior conducted in private between consenting adults. The object of the loitering statute is to punish conduct anticipatory to the act of consensual sodomy. Inasmuch as the conduct ultimately contemplated by the loitering statute may not be deemed criminal, we perceive no basis upon which the State may continue to punish loitering for that purpose. This statute, therefore, suffers the same deficiencies as did the consensual sodomy statute."

It is likely that through *Uplinger* the Supreme Court will render an opinion on whether or not private sexual conduct between consenting adults is constitutionally protected. Since *Uplinger* is predicated on *Onofre*, it would take a herculean effort of a sympathetic court to avoid discussing the accuracy of *Onofre* while rendering its opinion in *Uplinger*. The direction that federally protected sexual privacy rights will take for years to come is at risk in *Uplinger*.

The parties in the case are limited as to the types of issues they can address. However, friend-of-the-court briefs or "amicus curiae" briefs may be filed by organizations on important issues related to the court's decision. Under the auspices of its operating foundation, One Inc. has established an AMICUS BRIEF FUND to support the preparation and coordination of amicus briefs on a number of important issues, such as freedom of family choice, separation of church and state, free exercise of religion, right to travel, myths and stereotypes, etc. Such briefs are necessary to counterbalance the court's predisposition and any arguments offered by the New Religious Right.

This case presents an opportunity for each of us to demonstrate our commitment to the preservation of personal privacy rights. Jay M. Kohorn and I invite you to participate in the case by contributing, and urging your friends and organizations to contribute, to the Amicus Brief Fund. Your tax deductible contribution should be made payable to the INSTITUTE FOR THE STUDY OF HUMAN RESOURCES in care of me at: Center for Privacy Rights Education and Advocacy, P.O. Box 6383, Glendale, CA 91205.

Sincerely yours,

THOMAS F. COLEMAN

I.S.H.R. Tax ID# 95-2369815

By J.B. Morris  
via GPA Wire Service

Contemporary issues and pressing business issues were addressed by the National Association of Business Councils' third annual conference in Los Angeles and in the meeting of its Board of Directors. The conference ran November 3 to 5 in Los Angeles. Major issues included racism, insurance, networking and a pending U.S. Supreme Court case. NABC is the national association of 20 local gay business and professional associations.



Mr. Dan Masta, Director of Employment for Miller Brewing Co. accepted NABC's Business Award on behalf of the company. Miller was honored for its progressive employment stance as it regards nondiscrimination of gays and other minorities.

Mayor Robert Jentry of Laguna Beach, CA, the nation's only openly gay mayor, spoke at the opening cocktail party of the NABC Convention, atop the City Hall of the City of Los Angeles.



## GAY BUSINESS & PROFESSIONAL CHAPTERS MEET IN LOS ANGELES

The NABC voted unanimously to enter an amicus brief in the case of *New York vs. Uplinger* (see accompanying article from *California Privacy Reports*). The district attorney of Buffalo, New York has appealed New York state's highest court's ruling which overturned the state's solicitation law. The law made it a crime to ask anyone to participate in homosexual sex in private. The New York high court ruled that the law was an invasion of privacy and was inconsistent with other rulings in the state which had effectively made consensual acts between adults in private legal.

NABC hopes to point out to the U.S. Supreme Court how such restrictive laws limit and interfere with commerce, travel and personal expression, especially for the gay businessman or professional. The amicus brief is due by mid-December. General surprise

was registered at the move to appeal and at the Supreme Court's agreement to hear the case. Donations from all local chapter members were solicited to be channeled through the tax-deductible channel of One, Inc.

Concern with the impact of racism was underscored by the report from NABC's Committee on Racism. The board committed itself

to ongoing research into the complex issues of racism, and the committee will continue to work on guidelines and practices for business owners. The Board reaffirmed its pledge to non-discrimination.

Dismay was registered by the board over the inability to establish a program of Health/Major Medical Insurance for their members.

PHOTOS BY TIM WARFORD OF THE SACRAMENTO STAR.



California Secretary of State March Fong Eu presents a proclamation welcoming the NABC to California. Tony Melia, President of the LA Business and Professional Association, the host group, accepted on behalf of NABC.

The board was concerned that the difficulty may arise from discrimination based on the risk of AIDS in its membership.

Agreement was reached to allow all national members to use the discount considerations of local chapters. This will make it possible for traveling members to take advantage of consideration available to clubs in each city that they may visit.

The Board also endorsed the Third World/People of Color conference at the University of California, Berkeley to be held June 21 to 24, 1984. They also endorsed the Third World Focus on Gay/Lesbian Health Conference which will be held June 16 to 19, 1984 in New York.

An optional Disability Insurance Program will be made available to members through local chapters, underwritten by the Aetna Life and Casualty company.

A move toward increased responsiveness to local business and professional organizations by the Board was demonstrated in a proposed bylaw change which would add 5 regional representatives to the executive committee effective this May.

Milwaukee's Cream City Business Association was represented by Ralph Navarro (NABC Secretary), Marc Hauptert (Delegate) and Gino Hamann (Alternate).

The Miller Brewing Company received the NABC Business Award for its nondiscrimination and training sensitivity regarding gay and lesbian employees, and Debbie Reynolds was given the Humanitarian Award for her fundraising efforts to combat AIDS.

## STANDARDS OF BUSINESS CONDUCT & ETHICS

**WE, AS MEMBERS OF THE NATIONAL ASSOCIATION OF BUSINESS COUNCILS, strive to recognize, promote and improve gay and lesbian businesses and the gay and lesbian business community, and to that end agree to be bound by these Standards of Business Conduct and Ethics:**

**A Member** will conduct business with honesty, integrity, and fairness with respect to customers, clients, and employees alike.

**A Member** will be accessible and accountable to customers or clients, and make every reasonable effort to act with the customer's or client's best interest and benefit.

**A Member** will not discriminate based upon race, religion, age, handicap, sex, or sexual preference.

**A Member** will be responsible at all times for truthful and non-deceptive advertising and promotion regarding the business and its products or services.

**A Member** will not use or condone advertising which is untrue, misleading, deceptive, fraudulent, falsely disparaging of

competitors, or which contains insincere offers to sell, nor advertising which, as a whole, may be misleading or result in misrepresentation by direct statement, inference, or omission.

**A Member** will conduct business with strict adherence to the laws of the state where located and to business or professional codes existent for the particular business or profession, and in accordance with generally accepted business practices.

**A Member** will support the ideals and goals of this organization as well as support the gay and lesbian community in general, in a constructive and positive manner.

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Dr. Milo G. Durst, Psychiatrist, will be the featured speaker at the Cream City Business Association's December 12th dinner meeting.

Rick Poplawski recently spoke with Milo on the subject of the Doctor's upcoming talk: homophobia.

**RICK POPLAWSKI:** Would you give us an explanation of what homophobia is.

**MILO DURST:** Well, homophobia is actually the teachings that society forces upon us, a universal fostering of the idea that homosexuals are bad, that they are to be feared and that they are out to take over the world or defile it in some way. Actually why this fear is so predominant is that people fear that others will think that they are gay. Society very much fosters that and it is prevalent in all western cultures, any society which has male deities that are worshiped. Anthropological studies show that societies which have female deities or male and female deities have far less negative attitudes toward homosexuality and have better attitudes toward sexuality in general. The macho-aggressive cultures have underlying hostilities for women (men in these cultures have), so any sex act where a man "plays the woman" is an affront to, or an insult to, male sexuality and as a result should be despised. Now, on the other hand, lesbianism is tolerated and considered even stimulating, because the thought is that a woman, already inferior (in their macho way of

thinking), cannot satisfy another woman, and it may even be a glorification of men for a woman to play the man's part. So that's part of the basis for where homophobia comes from.

Some of the ways that society enforces that or teaches that, is through denial, the non-existence of homosexuality or not mentioning it at all.

Another thing that is done by the media, or history also (the current media is history in the making) is they shroud, or sanitize or purify would-be role models by hiding from the public that a person is actually gay. So, young people have no positive role models to identify with.

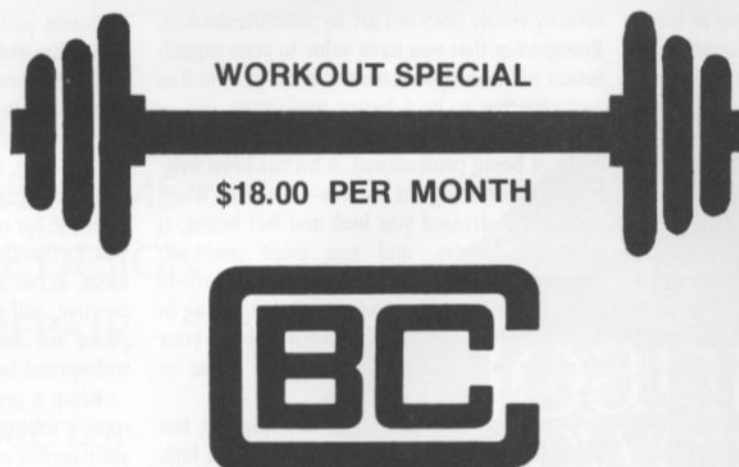
**RP:** In reference not to our role models, but to some of the people we tend to idolize, the tragic dead actresses, do you think this adds to our general low self-image, or do you believe such idolization can lead to a self-defeating sort of self-fulfilling prophecy?

**MD:** If you look back at the plays of Tennessee Williams (who was gay, of course) many of his works where anything about homosexuality occurs, a very negative view is promoted, characters are tortured by their homosexuality. Another is the poet A. E. Housman, who was gay

himself. There is one poem in which he advocated that this gay young person kill himself, and that it would be valiant and just. The homophobic culture co-opts the homosexual into promoting homophobia too.

**RP:** If we're going to talk about homophobia let's talk about, do I dare call it, heterophobia, perhaps the inability or the choosing of gays to reject heterosexuals, for whatever reasons, perhaps even as a result of homophobia or because they may see the heterosexual as oppressor.

**MD:** I think it is a problem and one that we must try to get rid of. After all, we are a minority in society, and if we are ever going to get our rights and be respected we have to get the majority to allow that. I think the heterophobia is a reaction to homophobia, a reaction against what they have done to us all this time. Many gays become anti-social, anti-society and anti-organized religion. After all, while trying to form one's own identity, we have these institutions telling us that we are wrong or bad or evil. Some people may reject society and the values of a society that rejects them.



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# Being Professional

*What is a professional?  
Am I professional in my current job?  
What do I have to do to be a professional?*

**T**hese frequently debated questions seem to be part of that list of unanswerable inquiries. But is arriving at an understanding of being professional really that difficult? Let's try to respond to this by looking at some of the traditional responses and then considering an alternative and more personal approach.

A traditional definition of being professional was job and sex linked; the original professions being viewed as law, medicine and ministry. Over time the job groups were broadened to include most areas requiring a college degree. Unfortunately, the gender limitation was slower to change. Those jobs that were perceived as traditionally female, such as teacher or nurse, were viewed as nice services but certainly not professional.

Other criteria exist for attempting to define professional. Jobs that have their own code of ethics or standards of practice are one category. The acceptance of a common philosophy towards practicing one's job may be viewed as a second group. Passing a standardized test or achieving a certification are frequently accepted standards. Many people still feel that having an academic degree is a prerequisite to being professional, with a certain elite group proposing that one is more professional if the degree is from an elite university. Lastly, there are still a few of the very old guard that equate professional with white male.

It is my opinion that some of these criteria have validity, particularly the standardized test and the code of ethics. However, I also contend that being professional is more of a positive self-concept, an attitude, and a behavior towards one's job and life in general.

A fundamental requirement is that you have

to feel good about yourself and your talents. If you can look in the mirror each morning and say "Yes, I am good and I have value to my job," you are generating a positive self-concept that will influence your work throughout the day.

Next, a positive outlook towards your job is essential. Always remember that *every* job is important to the smooth functioning of an organization. The executive level decision makers will not function as well if the building is dirty or in disrepair, if data is inaccurate or delayed, or if poorly qualified people are hired to fill vacancies. The indirect contributions required to deliver a product or service far exceed the directly visible ones but are so often overlooked. Recognizing that you have value to your organization will boost your own self-concept as well as motivate you to be a better performer.

Your overall presence on the job is also a mark of being professional. A lot has been written about dressing for success—it's true! When you're well-dressed you look and feel better, it influences others, and you meet your job demands more effectively. Other work behaviors such as promptness, good attendance, acting in an ethical way and being positive about your employer will create a professional frame of mind and action.

Dress, presence and habits are valuable, but of even greater importance is producing a high quality product or service of which you can be proud. It's easy to do enough to get by, but you feel so much better when you do that extra bit to generate exceptional results. The pride you feel and the satisfaction of recognition by your boss and colleagues makes it worthwhile.

Assuming responsibility for one's continued growth is also a sign of a professional. Staying "state-of-the-art" cuts across many job lines and

requires you to search out new ideas, techniques and equipment. Integrating these into your work routine is also essential. Avoiding the new technology does not make you irreplaceable—only antiquated. Learn new equipment and the methods of developing new applications. Stay ahead of the machine and make it work for you.

You also cannot forget your own career development. This does not necessarily mean lots of job jumping. Instead, study your own company, its trends and future plans. Determine possible career paths for yourself. Express your interests to your boss and other organizational leaders. Preparing yourself to meet the future needs increases your value to the organization.

Finally, make the time to network, to establish contacts. Contributing your skills to the positive growth of the community will not only benefit the group but allow you to be recognized as a professional. Being active in one or more of the many organizations that exist in the city provides a vehicle for community contribution plus allows you to meet others that can be sources of new ideas, serve as role models, and contribute to positive self-image. Your serving similar purposes for others will generate multiple and widespread benefits.

Being a professional is much more than the specific job you do, the source of your degree, or your certifications. It really means that you are accomplished at and proud of what you do. You dress sharp, do your job "to the max", and keep current in this rapidly changing environment. While you contribute a great deal to your organization you still look for your own self-growth and career development. Finally, you become a part of your larger community for mutual benefit and growth. This makes you a professional!

BY CLIFF HEISE



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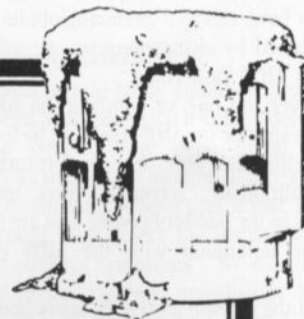
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## PEOPLE'S SURVEY

## '84 AND COUNTING

PEOPLE FOR THE AMERICAN WAY has announced the results of a membership survey it conducted. Thousands of members from all 50 states and the District of Columbia ranked the top four issues on which PFTAW should concentrate its efforts in the following order of importance:

- attempts by the "pro-family" movement to pass laws mandating one acceptable lifestyle and standard of "morality"
- school and liberty censorship campaigns
- attacks on the federal courts' ability to uphold the Constitution
- attempts to break down the wall that separates church and state

Survey results indicated that TV documentaries provided the best opportunity to alert the largest number of people to the dangers of organized extremism. The Freedom to Learn Project was voted PFTAW's most important special project. Over a thousand respondents told of extremist threats in their communities: censorship, religious intolerance, attempts to mandate prayer and biblical creationism in public schools, and threats against minorities and homosexuals. Many members offered to help stop local censorship campaigns, send reports on extremist attacks and write letters to the editor and public officials.

PEOPLE FOR THE AMERICAN WAY, 1424 16th Street, NW, Suite 601, Washington, D.C. 20036

THE LEADERS OF SIX major gay/lesbian political organizations have begun a national voter registration drive designed to add one million gay and lesbian voters to the rolls before the 1984 election. National Gay Task Force executive director Virginia M. Apuzzo called the joint effort a reflection of "our continuing determination as gay men and lesbians to be involved in decisions that affect our lives."

Apuzzo was joined at a press conference kicking off "84 And Counting" by Vic Basile, executive director of the Human Rights Campaign Fund; Gilberto Gerald, executive director of the National Coalition of Black Gays; Carolyn Handy, president of the Walt Whitman Republican Club; Peter Vogel, co-chair of the National Association of Gay and Lesbian Democratic Clubs; and Mike Walsh, legislative assistant with the Gay Rights National Lobby.

In a joint statement, the six organizations said they would be working "in conjunction with local non-partisan, Democratic and Republican, political, social, and religious groups around the country . . . to register as many gay and lesbian voters as possible to have a significant impact on the presidential and congressional elections of 1984."

Apuzzo explained that there are four components to the voter registration drive: outreach, support, education, and coalition. "The broad base of support for this effort assures that we will

be able to reach out to most of the 20 million gay men and lesbians in America," she said. In addition, the national organizations will be providing technical assistance to local groups in putting together their registration drives.

"Once the voters are registered," Apuzzo said, "we must make sure they are well informed." The national groups "intend to assess the records and positions of national candidates and assist groups in doing the same at the state and local levels," she continued.

Gays and lesbians are not the only minority group to realize "the importance of the ballot box in influencing their futures." Apuzzo suggested. Blacks, women, hispanics, asians and gays are "all determined to see that the system not just listens but responds. [We are] working toward that end as individual groups and, increasingly, in coalition with each other."

The national organizations announced that over 25 groups from around the country have already agreed to join the voter drive, with more expected to be added as word of the effort spreads. By this kind of grassroots endeavor, the leaders said, "the gay/lesbian community can make its influence felt throughout the entire political process—from the election of delegates to both party conventions, to lobbying for issues of mutual concern from the White House to Capitol Hill."

## ACLU vs. FBI

THE AMERICAN CIVIL LIBERTIES UNION OF SOUTHERN CALIFORNIA has filed suit in federal district court in Los Angeles for release of documents under a Freedom of Information Act (FOIA) request concerning unlawful surveillance of gay and lesbian activists and organizations since 1950.

In addition, the suit, filed on behalf of Dan Siminoski, a gay activist and political scientist, seeks an injunction compelling the FBI to grant Siminoski's request for a fee waiver. According to ACLU volunteer attorney John Heilman, who, along with ACLU Executive Director Ramona Ripston, conducted the news conference with Siminoski, the request for a fee waiver was improperly denied by the FBI.

Heilman, who alleged that the FBI did not make an adequate search of its documents, said that the suit also "raises the question of why there was such a massive surveillance of gay and lesbian organizations."

Siminoski, who originally requested the documents in October, 1982 to aid him in a book he is writing about the FBI surveillance of the gay and lesbian rights movement, said that the FBI currently admits to a total surveillance record of some 5,600 pages. He has to date received less than a dozen pages of the documents.

Siminoski said that at the time he first requested the files he "knew personally" of many individuals and groups that had been FBI

targets, and that documents in an unrelated court case (*American Friends Service Committee v. Webster*) had demonstrated a pattern of "wanton destruction" of documents by the FBI, including some 99 cubic feet of gay-related documents collected under a little-known federal law called the Hoey Act. The Hoey Act, dating back to the early 1950's required local police to turn over arrest records to the FBI. Siminoski said that while this process ostensibly ceased in the 1960's, "I am not certain that it has ended to this day."

In this year long quest for the documents, Siminoski contacted eight FBI field offices (Boston, Baltimore, Chicago, Los Angeles, New York, Miami, San Francisco and the Washington, D.C. field office) and the national headquarters of the FBI in Washington, D.C.

Siminoski's requests specified, but were not limited to, the Mattachine Society; Mattachine Society of New York; Daughters of Bilitis; One, Inc.; East Coast Homophile Organization; Society for Individual Rights; Gay Liberation Front; Gay Activists Alliance; Lesbian Feminist Liberation, Inc.; Radicalesbians; National Gay Task Force; National Gay Rights Lobby; and the Gay Academic Union.

Siminoski said that, "we believe that the size of the FBI record, when fully released, will demonstrate a record of federal activity against millions of gay Americans that constitute a scandal of national proportions."

# The Greening of Gay Money

It is the rise and welding of gay money that has won recognition for gays all over the land as the most sacrosanct of American types: the affluent consumer.

**FACT:** America now has a fast-growing gay financial institution, and by the end of the decade, most major cities will have gay banks and savings-and-loans.

FACT: Gay-owned businesses, catering primarily to gay customers, are hit much less severely than other businesses, which are reeling from the recession.

FACT: An estimated one-third to one-half of all new home purchases are being made by gay men.

FACT: Gay travel agencies and hotels are the fastest growing segment of the travel business.

FACT: Car dealerships, hard hit by a sagging market, are aggressively courting gay markets in California (former Air Force Sergeant Leonard Matlovich and ex-49er Dave Kopay had both sold cars in the Bay Area).

FACT: The largest-circulation gay newspaper, the *Advocate*, which was once shunned by straight advertisers, now routinely carries ads for products and services like Budget Rent-a-Car, Seagrams, Boodles Gin, Gitanes, and various films, records, and books.

FACT: Despite the relative success in 1982 of gay themed films like *Making Love*, *Personal Best*, and *Victor/Victoria*, Hollywood is not planning even a handful of similar new films, and upcoming transvestite-themed films have, like *Tootsie*, featured heterosexuals; not homosexuals, cross-dressing.

BY  
GEORGE  
HADLEY-GARCIA

**I**T'S BEEN SAID that the gay rights movement has gone through three stages: in the late Sixties and early Seventies, the first phase involved primarily the struggle to come out and be visible. In the rest of the increasingly staid Seventies, the struggle shifted to attempts of passing more equitable legislation and to guarantee gay rights on the municipal, state, and national levels. Today, a majority of gay men and women remain in the closet, though the door is perhaps less tightly shut. In particular, to come out on the job is, to invite dismissal, discrimination, and/or an aborted social life insofar as one's hetero friends and associates are concerned. As for modernizing antiquated anti-gay legislation, the results have been mixed: a gain here, a loss there, and a current administration which believes gay rights is not a civil rights issue.

But the Eighties phase of gay liberation has been the most successful one, for it is the rise and welding of gay money that has won recognition for gays all over the land as the most sacrosanct of American types: the affluent consumer. For the most part, activism and politicking have failed where gay economics are rapidly succeeding: to achieve a large measure of recognition and sometimes even avid respect for gay men and women and their lifestyles' needs. While Reaganomics continues to drag down women and the poor (a majority of the poor are women, and this of course includes lesbians) gay economics is elevating gay (for the most part gay male) consumers to new levels of power and financial courtship. But it remains to be seen how much of this fiscal power will be translated into political power, and how far it will go in educating the general public.

While not endemic to America, money clout is especially pronounced in the land of the free market. Gay men have always had more education, better jobs, and more disposable income. Without wives or children to support, they can pump more money back into the system, a significant portion of it on luxuries. Unlike most nuclear families, few gay men have had to retrench financially; the power of their dollars is therefore more acutely experienced.

Of course, America's predominant financial backbone is its banks and savings-and-loans associations. As of 1982, there has been a gay-owned S&L: San Francisco's Atlas S&L, which already has a branch office—and is planning more—outside the city. "This is the first step of a revolution," muses the chief financial officer, Paul DuVal, of Atlas's Market Street headquarters. "There was no resistance here in San Francisco to a gay financial institution, but there was a lot of doubt as to whether we could make a go of it."

Atlas has succeeded beyond anyone's expectations. In just nineteen weeks, they reached their first year's goal of savings deposits, and the publicity was international, attracting customers from all over the world. Atlas's profits are the envy of the city's financial community, and since San Francisco is the banking capital of the west, insiders are sitting up to take notice. DuVal explains, "It's much more comfortable for a gay customer to deal with us, particularly in roommate or lover situations. But it is also a pleasant change for a gay man within the business to work here, where no one has to hide his or her identity."

Not a few top financial men and women have applied to Atlas for employment, or consulted its

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## GAY MONEY ◀ p 15

founders on how to go about founding similar institutions (Los Angeles will probably have a gay bank—or two—by the time this is published). "The support from the business community as a whole," says DuVal, "has been heartening—but this is San Francisco. However, the support from the gay community has been overwhelming, and this is a big new trend. It's no fad, as straights and gays can plainly see."

Why, then, will gay banks and S&Ls succeed where the women's banks (mostly founded during the early Seventies) have not? A vice president at Bank of America, the world's largest, explains (clandestinely), "Women simply do not have the financial assets and control which men do, and which we gay men certainly do. There are still few women in big corporations—few at the top, few who make money decisions. On the other hand, you have gay men—closeted, to be sure—in every company, every bank, plus you have substantial gay, affluent populations in most cities. Any city of half a million could easily support one gay bank and one gay S&L. In smaller towns, it would be a problem of too few gay customers and too much resistance from the majority, the so-called moral majority."

The veep adds, "If I worked for Atlas, I would come out—once I'd been there a while. In the future, we'll have the options of working in gay institutions. But right now, I have a very, very good job here, and while I support and cheer Atlas and may eventually become a customer, I have to temper my enthusiasm, publically."

**B**ECAUSE SO MANY new home-buyers are gay, gay S&Ls would seem to have a particularly bright future. No one is more aware of the clout of gay money today than real estate agents. Gay singles and couples are moving into and dominating several urban gay neighborhoods and actually inspiring gay-oriented real estate developments. For instance, The Point, a large apartment complex in Silver Spring, Maryland, with a private pool, lighted tennis courts, and a 24-hour security system, suggests: "If you want the enjoyment of living with a good friend, lots of room, all the privacy you need, without breaking your budget ... take our three-bedroom apartment." This ad was placed in the *Blade*, Washington's gay newspaper; understandably, the response to such an ad is greater than the same wording in a nongay paper.

Estate agents in many cities have also become aware that gays are eager buyers of decaying townhouses in inner-city areas where families—especially women and children—hesitate to venture. Many areas of many cities, such as Foggy Bottom and Capitol Hill in D.C., have been "gentrified" with gay influx. To be sure, this sometimes leads to social problems, as in San Francisco, where the higher prices that gays have been willing to pay for run-down Victorian flats

**The gay-owned Atlas Savings and Loan Association has succeeded beyond anyone's expectations. In just nineteen weeks, they reached their first year's goal of savings deposits, and the publicity was international, attracting customers from all over the world.**

have gradually forced blacks and other less affluent groups out. Predictably, heterosexual politicians exploit resultant bad feelings during elections to try to win votes away from pro-gay candidates.

Such concentration of gays in inner cities means that urban districts are more likely to produce gay candidates to represent gay citizens, and the smaller the city, the greater the relative influence of gay voters. Supervisor Harry Britt, successor to the late Harvey Milk, states, "One reason gay rights bills have gone down to defeat in cities like New York is even though Manhattan has, say, 100,000 gays, that's a small percentage; our 100,000 or so make up roughly a quarter or a third of the adult population. Of course, as a minority, on a national scale we cannot make headway by ourselves. Straights have to be educated about us, who we are, what we are not. The rise of gay businesses and businesses catering to gays helps that interchange." Nowhere moreso than in the travel business; gay tourists in the U.S. and abroad are a big sector, but the major gay tourist destination is San Francisco, whose gay travel businesses are highly developed.

Most major downtown hotels in San Francisco are suffering the recession blues, but San Francisco's fourteen or so exclusively or primarily gay hotels are running close to 100 percent occupancy. The gay capital of America gets some 500,000 gay tourists, according to its own esti-



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mates. "The motto among gays is now 'See San Francisco and die,'" says Craig Seybold, co-owner of Mark Tours International, the city's number-one gay travel agency, which is only eight years old. "We've doubled our bookings in under a year," he states. "The economy hasn't affected us because we prefer to give our business to the gay community." Mark's motto is "Come Play With Mark In San Francisco, The Liberated City," and offices are located in London, Tokyo, and Sydney. Almost half the company's clients are foreigners; some 80 percent are male. Most non-foreigners come from small middle-American towns "where they've been closeted most of their lives." Seybold notes, "We have to reassure some of them that it is safe to come here."

According to Seybold, some ten percent of the many national conventions held in San Francisco yield customers for gay businesses. That is, "Many businessmen ask us for gay hotels and services, but discreetly, because they're with a convention or professional group. Ten percent of the conventioners are bound to be gay, so it's a huge, mostly untapped market."

Mark Tours offers special holiday packages featuring such hotels as the Brothel, near Polk Street (which a brochure calls "California's largest all-male gay hotel . . . A sexy home away from home offering quiet comfort in the finest tradition . . . together with all the action you desire."), and the Caravan Lodge, where "you can enjoy closed-channel X-rated gay movies in the privacy of your own room—perhaps you'll find a friend to enjoy them with you . . ."

Such gay businesses may have a shady reputation among certain members of the straight business community, but Seybold insists, "It's a myth that gay tourists converge here to wallow in sex. The average gay tourist is no different from the straight. He wants to see the sights—Fisherman's Wharf and the rest. If sex happens to be there he'll take advantage of it. Mostly, he wants to feel comfortable, among his own kind. He wants to sit in a bar and chat with someone, not necessarily cruise—and without some old lady pointing her finger at him."

**P**UBLIC DISAPPROVAL OF homosexuality—the "Moral Majority" notwithstanding—has declined, partly as a result of increased media exposure and, for the first time, some positive gay role models, on television and in films (book industry figures reveal that few gay books "cross over" to straight readers). In 1970, any notion of large companies advertising in gay publications was a pipe dream (and, to be sure, most gay papers and magazines were struggling for survival, not to mention space on the newsstands, which even a "heterosexual" magazine like *Playgirl* was long denied). Today advertisers are lured by market research reports which indi-

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cate that readers of gay publications are in every respect more attractive as target audiences than female and male readers of more mainstream publications.

Of course, not all advertisers are ready to acknowledge that the gay market exists. From Macy's to Chevrolet, several big names continue to refuse to advertise in gay publications. Some advertisers try to attract a gay market by putting subtle (and not-so-subtle) ads in straight publications. Macy's is famous for its handsome window displays; in San Francisco, photographs of beefy, topless studs are used, to sell Macy's jeans. Half-naked men are used in similar ads in the Bay Area by Val Strough, a leading car chain in Oakland, El Cerrito, and Albany. The difference is that Strough's ads run in the *Advocate*

world's largest city, got its first gay bathhouse last year and will have half a dozen by the end of 1983. Britain's building societies (the equivalent of our S&Ls) have begun reversing their discriminatory policies now that the industry leader, Halifax Building Society, has stopped giving an advantage to married couples or asking about the sexual preferences of mortgage seekers. London's Uranian Travel, Europe's largest gay travel agency, specializes in bringing British gays to gay centers in the U.S. for their holidays. France, which in 1981 lowered the age of consent for male homosexual acts to fifteen, is building two new vacation resorts on the Riviera intended to attract gay men and women, many of whom will choose to buy the luxury condos which are well out of reach for most straight families' budgets.

**It is not enough for gay men to revel in being proponents of conspicuous consumption. When we get something out of the system, we have to put some of it back. Hedonism isn't very satisfying, in the long run."**

and are generated by a gay-oriented company, and the ads feature *two* topless chaps, side by side. The straight media has come to include token women, blacks, even occasional Chicanos and Orientals, but has still avoided dealing with a personification of the gay market.

Madison Avenue adman Jerry Della Femina admits there is enormous prejudice among his co-workers and their clients, that "many of the fellows are throwing away millions of dollars because they won't budge, won't alter their way of thinking." Some large companies had accused the *Advocate* market survey (with 1,100 samples) of being too small to be truly representative; to that end, *Advocate* publisher Peter Frisch is mounting national surveys through the newly formed Avanti Communications. Della Femina maintains, "The rewards are certainly there for businesses which imaginatively cater to the gay male market."

Examples include Boodles Gin and its Famous Men of History bar mirror, which features portraits of gay figures like Oscar Wilde and Walt Whitman; Bloomingdale's offers towels and T-shirts with the printed legends "Continental Baths" and "Fire Island Pines." Both Frisch and Della Femina believe it's only a matter of time before the gay market's clout trickles upward to blue chip advertisers.

These changes are occurring internationally, and faster than the conservative political climates would lead one to expect. Tokyo, the

Often a gay business will pick up heterosexual clients, and while they are seldom turned away, gay entrepreneurs will privately note that they "prefer to hire only gays, to help each other out, and to feel more comfortable and open at work." But even in San Francisco, entrepreneurs avoid giving off an elitist aura. One member of the Golden Gate Business Association (founded by Harvey Milk) notes, "The recession helps us in terms of making our purchasing power more influential, but with the publicity about gay consumers, gay businesses, how affluent we are, how many gadgets, trips and thrills we can buy, the *others* become resentful.

"Not to sound grim, but in Germany during their depression, Jews were more affluent, better educated, and so forth, than the average German, and they were also the first scapegoats for the have-nots and the discontents. We should exploit the opportunities presented us, but not too boldly or loudly. I have feminist friends who support gay causes but are not delighted that gay men are suddenly being lured and highlighted by big business, while women of all persuasions find themselves on the welfare rolls for the first time. We don't have to flaunt our good fortune, is all I'm saying."

Yet the boom in gay consumerism does help entire communities to some extent, particularly the travel industry, with its trickle-down effect. Delapidated resort towns that formerly eked out a bare existence now find themselves spruced up

and very popular—places like Rehoboth in Delaware (for Washingtonians) and northern California's Russian River, with resorts like Guerneville. Jon Carroll, former editor of *New West* magazine, explains, "Recently there's been an influx of resorts catering to San Francisco's busy gay community, complete with the standard paraphernalia of young folks on the loose, including restaurants featuring loud music late at night and champagne with orange juice at noon."

"This has caused some tension among the locals, although the issue seems to be style rather than sexual orientation—if the new visitors had favored, say, peewee golf rather than discotheques, surely not a word would have been grumbled against them." Small doubt, though, that the inevitable mixing does a lot to dispel ignorant straights' preconceptions and fears.

**SUCH GAY ECONOMIC CLOUT** and the reserve of gay dollars sometimes translates into gay political power, as affluent men contribute to gay charities and causes and as wealthier gay businessmen team up to form gay political groups. One such group is Los Angeles's Municipal Elections Committee of Los Angeles (MECLA), which has become a force in local and statewide politics and is courted for funds and support by various (Democratic) candidates, from Tom Hayden to Tom Bradley and Jerry Brown. MECLA leader Stephen Smith feels, "It is not enough for gay men to revel in being proponents of conspicuous consumption. That is one level; another is political involvement, trying to change our society for the better—for ourselves, for everyone. When we get something out of the system, we have to put some of it back. Hedonism isn't very satisfying, in the long run."

Crucial to achieving an understanding between straights and gays is the media. At a time when television is more closely monitored by Moral Majority groups (even though there are more *Magnum*-style shows featuring beefcake heroes), the movies have been expanding on gay themes. Spring 1982 saw the release of five such films (one of them with a lesbian theme); none of them was a smash hit. A publicist at Fox, which released *Making Love*, states, "They didn't catch on with general audiences as well as hoped. *Making Love* was the first time our company targeted an ad campaign at gays—as well as straights—and we hit all the gay publications."

"The first week, the film was No. 2, but it declined steeply and quickly. It may be that gays were responsible for the first few weeks of good business, or that straights' curiosity ebbed fast. Or both. *Victor/Victoria* did better because, one, it's a comedy, and straights don't like to take gays seriously; two, the love scenes were between a man and a woman; and three, the main characters were not gay, even though one was cross-dressing—only the supporting charac-

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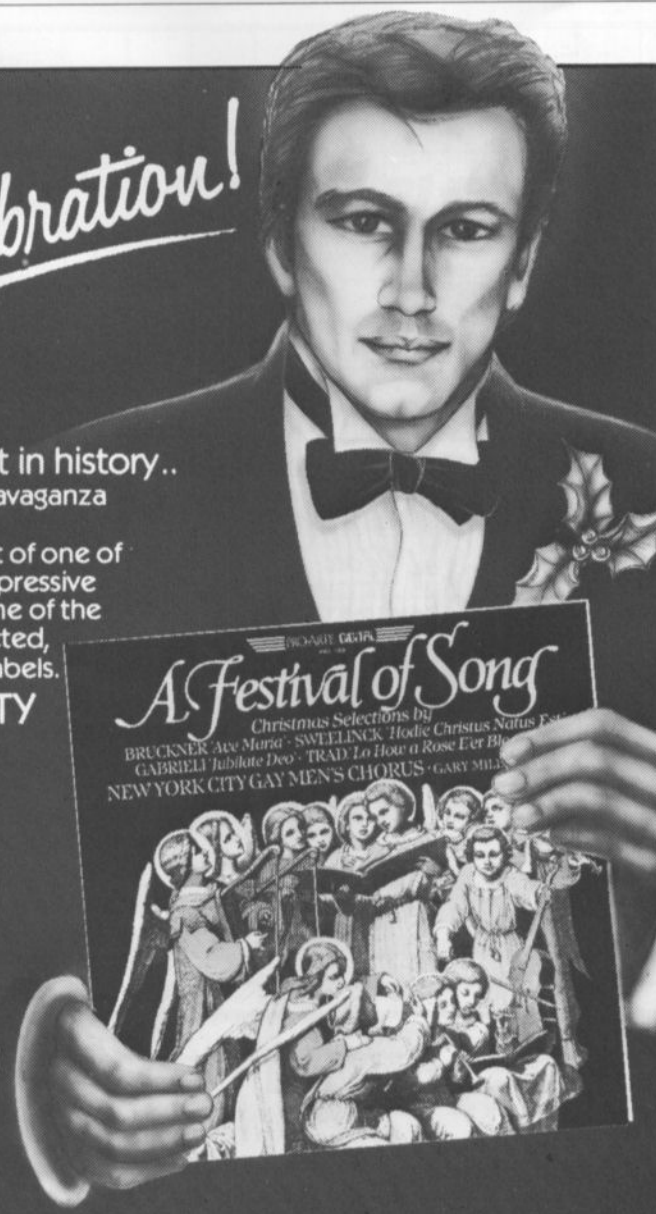
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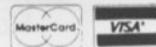
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ters were gay, and they functioned as pals to the romantic leads."

The point is that when it comes to products, services, or entertainments aimed at the masses, gays may continue to be left out. And on a national—even state—level, it will be some time before gays and gay-supporters make their influence felt. But where there are concentrations of gays in smaller areas, or when a smaller company or high-priced, non-mass-produced product is involved, gays will be courted and gays' influence at the marketplace will be greater.

And as long as men are paid more than women and given greater chances for advancement, lesbians will not fare as well as their gay brothers. Even as long ago as the Kinsey Institute's 1948 survey, respondents stated that they would rather go into business with an average gay man than with an exceptional lesbian—a sentiment that reflects the time's sexism. But the recent Kinsey Institute study of gays in the Bay Area reported that while gay men were generally welcome as tenants (because landlords expected them to use their income and skills to improve the property), lesbians were generally considered undesirable. Why? They were assumed to lead disorganized lives (due to having children), and to have lower incomes and "less refined" tastes.

Yet the gains made have been considerable. Gay businessmen, at least in larger cities, can go into business for themselves, catering to their own with minimal risk of recrimination and a better-than-average chance of financial success. More non-gay businesses are catering to and actively seeking gay clients. Non-gay clients come to appreciate and avail themselves of gay products and services. Some of the gay affluence is channeled into local associations (business and/or political) that help the gay and lesbian community. The issue of gay visibility is raised—higher and higher all the time. Capitalism flourishes, and while resentment may be created, jobs are, too. And so are advertisements which recast traditional sex roles and assumptions.

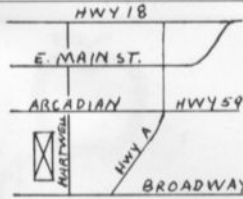
Six weeks before the assassination of Harvey Milk in 1978, the San Francisco Supervisor told this reporter, in a taped interview, "I change the minds of heterosexuals not by preaching at them or even being reasonable and telling them I have the same rights. I do it as a businessman—a responsible, creative, ambitious businessman. I have lunch with United Airlines, the biggest employer in this country, and we talk business, we talk buy and sell, and they come away saying to themselves, 'He's not so bad. He knows about money, and how to make it, efficiently and honestly.' The way to their confidence is through their pocketbooks."

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**BY JUDITH S. LAUFER**

*OPINION*

**"PALIMONY & LIVING TOGETHER AGREEMENTS"**

**BY HENRY WALTER WEISS**

# WHEN

MAUREEN CAME TO SEE ME SHE explained that she truly and deeply loved the young graduate student, Stacy, who had been living with her for the previous six months. Still, she thought it would be a good idea if Stacy and she entered into an agreement spelling out their obligations to each other, or more particularly, Maureen's obligations to Stacy.

Maureen, at 29, had just inherited several hundred thousand dollars from an uncle. She stood to inherit even more from her parents, but they didn't like the

or running a business together, it's important to plan ahead and know your options, so you can choose intelligently. You should be aware that there are different forms of co-ownership. You should also think about how you will untangle a relationship, whatever kind it is, if the status quo changes.

# "It's Both Of Ours!"

First, you need to define the relationship and what goals you have. Is this business, something else, both? Do you want to actually co-own anything? Maybe this is a situation where one person puts the other through school. Maybe there are no questions about co-ownership. Nevertheless, some analysis of the situation may lead the parties involved to want to define what's going on. Maybe instead of co-ownership there are issues about gifts and loans. Even if you didn't buy the stereo together or say, "it's both of ours," you could have a messy situation at a future point in time. Equality and independence may be more important than seeking tax breaks but you need to be clear on what you want and what you're trying to achieve. Realize that your decisions may have ramifications down the line. The problem may be bad feelings or it may be a legal one, a question of a broken contract, for example.

If you decide to co-own, think about how to do it. Joint tenancy property passes to the surviving joint tenant. You cannot will such property. Some people may take out insurance policies to provide for future protection. Be aware that these are contracts and cannot be affected by wills. Your control is your ability to change a beneficiary.

Where two people are caring for children, it's still important to have a will even if no assets are transferable by will or even if there is no co-ownership issue. You can use the will to designate the other person who has helped care for the children as their guardian to ensure that that person remains as a care giver to them.

Even if death is not the problem you are concerned about, some thought should

be given to a relationship contract or, in business situations, to a business agreement. People should think about what they are doing and possible consequences. Most importantly they should plan how to unwind a relationship. If it seems that someone wants to or is going to have to buy out a major asset, such as a house, you need to set out some terms. Who lives in the house after the relationship is terminated? How do the mortgage payments get paid in the interim? Is there a time cushion permitting one person to collect the cash to buy out the other or can one person force a sale? Will there be an installment transaction or a quick buy-out? May be the example of a house is more dramatic, but anyone who has gone through dividing up personal effects, the so-called "little stuff," should be aware of what an awful experience that can be, and plan now to minimize the shock of breaking up.

You should think about what you are doing now—not later. Where there are questions, do some research. If you can not get your questions answered consider seeing a lawyer. Many offer free initial consultations and can offer advice on what directions to go in.

Where you are thinking about tax brackets, tax shelters, deductions or other bread-and-butter issues, you may find it especially helpful to consult an attorney or other professional even if you later decide you can solve your own problem. At least if you have done some research, you will be able to make an informed choice.

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idea that the family fortune might pass into some non-family lesbian's hands. Maureen loved her parents and her desire to have an agreement with Stacy was in part motivated by the wish to satisfy her parents' concerns.

Maureen gave me the details and I prepared an appropriate agreement. The most important concern was a provision that, in the event of a break-up of the relationship, Maureen would pay a stipend to Stacy for six months, to give her some time to get on her feet economically. Meanwhile, Stacy waived all rights she otherwise might have had to get a portion of Maureen's estate.

The details of the economic *quid pro quo* among two people both in their twenties seemed to me most unusual. Still, I complied with the client's wish. The Lee Marvin case was front-page news at the time and palimony was a fresh concept receiving plenty of media attention.

A year later I had another call from Maureen. The romance was over and she and Stacy were going their separate ways; it was time to implement the provisions of the carefully worked out agreement. This I did as quickly as possible. Before long the two women were living their separate lives. Stacy got the decreed stipend for six months, gave up all other claims against

Maureen and there was even an element of civility and friendliness in the break-up.

The agreement, entered into when things were good between them gave two women a framework for dissolving their relationship. Neither could feel she was being taken advantage of by the other since rights and obligations had been spelled out at a time when each had a substantial concern for the other.

After the break-up, Maureen was older, but not necessarily wiser. Last year she met another graduate student, Louise. This time, though, it may well *really* be love: Maureen won't think of entering into another living together agreement!

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■ **THE CREAM CITY BUSINESS ASSOCIATION** is a regional organization reflecting the rapidly-growing national movement to serve the needs of business-oriented gay women and men. Its essential purpose is twofold: the support of its member businesses and individuals, and development of the gay community at large.

■ **SPECIFIC PROGRAMS** include: monthly dinner meetings with featured speakers, regular seminars and workshops for the general public, special events to encourage networking and socializing, and a myriad of events by CCBA's several committees.

■ **ORGANIZATIONALLY**, all of CCBA's leadership is elected by the membership, through committee or at-large structures. Members of CCBA are automatically members of the National Association of Business Councils and can access their continually expanding base of contacts, discounts and cooperative programs. CCBA member businesses subscribe to standards of business conduct and ethics, especially with respect to nondiscrimination toward minority groups of all kinds.

■ **MEMBER BUSINESSES** are promoted through regular contact with the membership of CCBA, highlighted in publications, provided associate memberships for employees, patronized by CCBA members, given special discounts on advertising in CCBA publications, and provided information on demographics and interests of members.

■ **CCBA INCLUDES** both gay and nongay persons in its support network. Drawing from both communities, CCBA maintains a high profile as an organization, while completely protecting the identity of any individual whose situation so dictates. The level of activity ranges from merely receiving a monthly newsletter to being very active as an officer or committee chairperson. Current committees are: Public Relations, Membership, Housing and Development, Special Programs and Resource and Referral. The organization's range is further demonstrated by two current independently-operated affiliated organizations: the Cream City Investment Club, which seeks to educate its members on productive and responsible investments, and the Cream City Association Foundation, working for the good of the entire gay community through philanthropic endeavors.

THOSE GAY AND NONGAY people seeking to experience the support which attracted over 200 members to CCBA are invited to attend any function as a guest of CCBA. Use the form below to request information or a membership application.

( ) Please send me an application for membership.

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