

NEVER HIDE



HOMOSEXUAL ADVERTISEMENTS

Homosexual Ads in history

- J.C.Leyendecker (homosexual)-famous commercial artist of the 1920s.



IVORY SOAP had a good many unusual experiences during the war, and was found in many strange bath-tubs. Perhaps in none did it give more pleasure than in the one mentioned below, in a letter written on board one of the army transports:

"We all had a bath in a large canvas arranged for the purpose a few days ago, about 25 being under the hose at one time. Best of all, we had Ivory Soap. It certainly seemed like home to rub in the mild Ivory lather from head to foot and then feel the delightful exhilaration following a brisk rub down."

IVORY SOAP..  .. 99 ⁴⁴/₁₀₀ PURE

"Mention The Geographic—It identifies you"



○ In the war years, lots of brands used advertising themes in the shenanigans of enlisted men.

TRUE TOWEL TALES, No. 1. TOLD US BY A DOCTOR IN THE MEDICAL CORPS

ARMY DAY - CROCODILES KEEP OUT!

Illustration as described by the Army Medical

Did you ever have to put a net across your bathtub—and share it with a crocodile? Sometimes, according to this medical corps captain, you have to do that for a bath—in the South Pacific Islands. Since “crocks” have finicky policies, with a marked partiality for legs, the kids put two nets across a stream and weight them down. Thereafter the “crocks” are on the outside—looking in!

You might not enjoy the bathing facilities of our boys in the service, but you’d heartily approve of their towels. For in many of their service packs are those same lucky, durable Cannon you’ve so proud to use in your own home. . . . You know how welcome a bath and a good towel are after a trying day. You can imagine how welcome in our men after long stints of marching or combat!

They need them more than we do. That’s why there are fewer towels for us. That’s why, too, it’s important that we take good care of those we have.

Millions of Cannon Towels are now going to the Armed Forces. The men may find a smaller selection in the variety of colors—fewer styles and a limited Cannon quality, the hardy quality that will see you through, remain the same. When the war is over, Cannon will again present the newest styles in the most charming colors.

FOR VICTORY—BUY U. S. WAR BONDS!

HOW TO MAKE YOUR TOWELS LAST LONGER AND STAY “DESIRABLE FOR THE DURATION”

Laundry before they become too soiled.
Full-day heavy towels—never less.
If loops are snagged—cut off, never pull.
Mend snags and other breaks immediately.
Buy good-quality towels—always the best economy.

Cannon Towels
CANNON SHEETS CANNON ROBESIES

TRUE TOWEL TALES, No. 6 . . . AS TOLD US BY A SOLDIER

Illustration as described by the soldier

BUNA BATHTUB

“We come across this Buna village,” says a private in the army, “and down on the beach was a canoe that the natives had no use for. It was full of rainwater and we were dirty. The natives thought we were wacky—but what’s bath, brother, what’s bath?”

A fresh-water bath is a welcome novelty sometimes to our men who are bath-hot and over-camp-dirty. But they do have towels—and they’re grateful for ‘em!

Good towels, too. Many are Cannon—Irish, efficient, hard-working—the kind you’re proud to own or standard home equipment. We all need towels—but they need them more. That’s why there aren’t so many here at home. The best reason in the world for us to take special care of those we have!

Millions of Cannon Towels are now going to the Armed Forces. You may find a smaller selection in the variety of colors—fewer styles and a limited Cannon quality, the hardy quality that will see you through, remain the same. When the war is over, Cannon will present the newest styles in the most charming colors. For true health, most charming colors. For true health, most charming colors. For true health, most charming colors. For true health, most charming colors.

“How to Make Your Towels Last Longer,” write to Cannon Mills, Inc., 19 World Street, New York 12, N. Y.

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- In 1945 how easy it is to read gay messaging into an old ad (and certainly without intending to) .
- From 1948 to 1950 (and certainly without intending to) Schlitz linked sexual orientation and the choice of the beer.

"You can borrow the jumper, Brother...but not my Camels!"

Your "T-ZONE" and your cigarette

The "T-Zone" is the best part of the throat...it's the part that grows all your cigarettes. Only from here can the throat get all the rich, cigarette smoke that it needs...to let it keep your throat in the best of the experience of millions of smokers, we believe Camels will win over "T-Zone" in a "T-Zone".

RIGHT THIS VERY MOMENT ... somewhere out in the jungle or on the high seas... a lot in uniform is getting 20 Camels. He comes first, even if on the home front you can't get Camels every time you ask... We made more Camels last year than ever before... plan to make even more this year. But Camels will not be sold down the river. Camels wouldn't be Camels if they were made of green, insufficiently cured tobacco. So when you do get Camels today they're still Camels... a cigarette of another tobacco, aged with that infinite care that means so much to milkier smoking pleasure. That's why Camels are worth asking for again... and again!

The Service First Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war—they have first call on Camels.

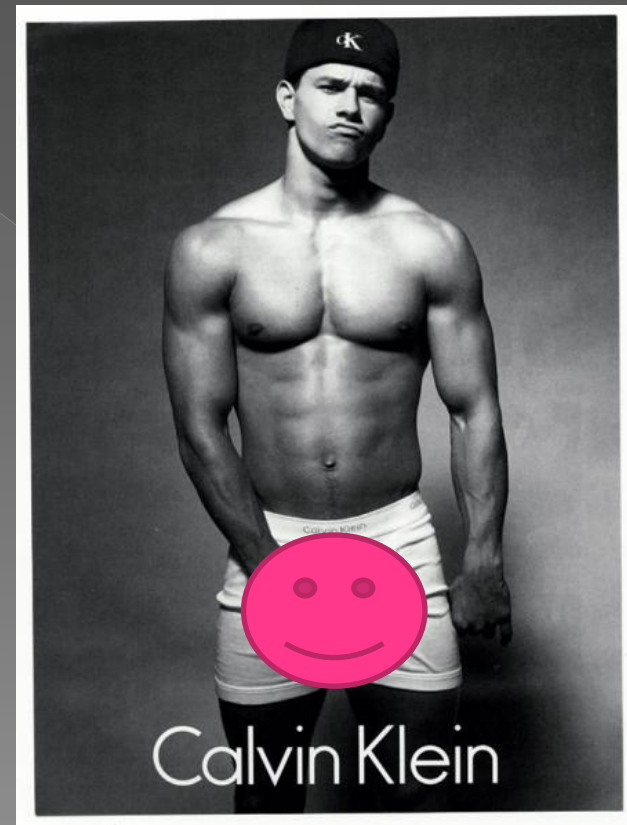
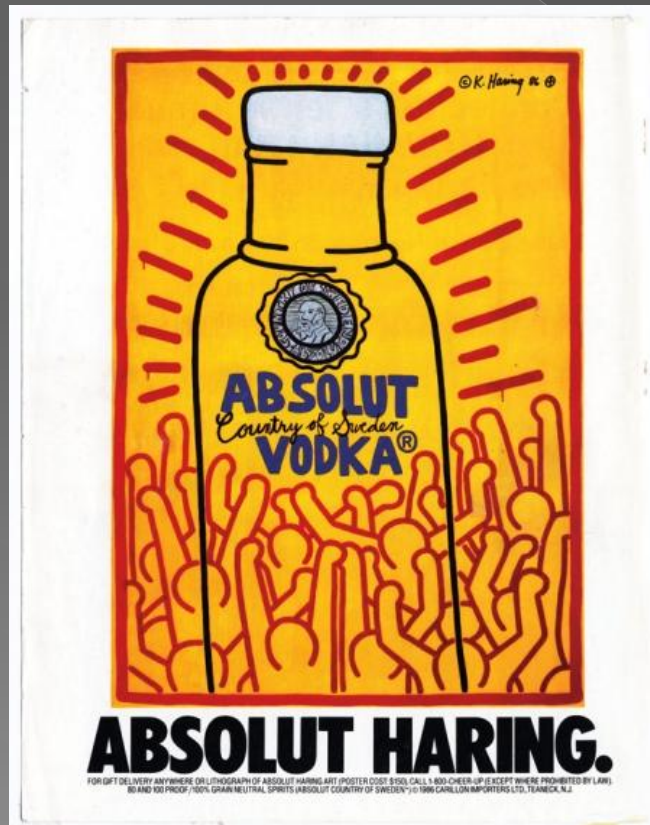
Camels

"I was curious..."

"I tasted it..."

*Now I know why Schlitz is...
The Beer that made Milwaukee Famous!"*

- In 1980s the artwork of Keith Haring wasn't on the radar of many Americans, but he was both activist and a hero. (→ Abercrombie & Fitch 2007)
- In 1992 CK created one of the most iconic ads of the late 20th century.



- Gay marketing's gone mainstream when a tire brand is suddenly making its pitch to the gay dudes.
- Washington Mutual refers to homosexual couples.



↓ WHAT'S UP NOW?

- SOCIAL ADS
- COMMERCIAL ADS

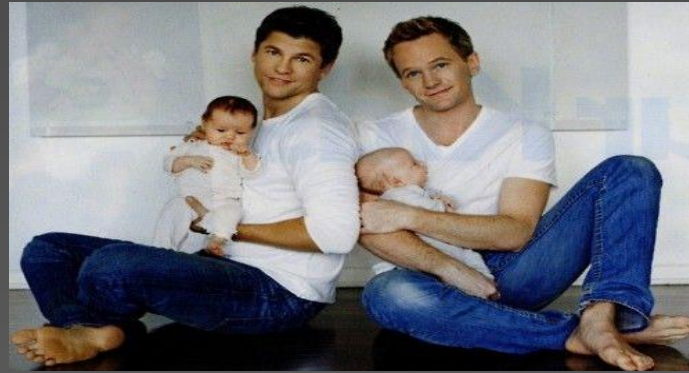


-Advertising is a **powerful medium**.
-Advertising **reaches us in numerous ways every day** (at homes, work, and on our daily commutes.)
-It has a tremendous power to **promote visibility and change hearts and minds**.



SOCIAL ADS → awareness

examples:



- AMNESTY INTERNATIONAL
<http://www.youtube.com/watch?v=ZkAO0fYv3nM>
<http://www.youtube.com/watch?v=TmnJX55Gy-s>
- GAY ADOPTION
<http://www.youtube.com/watch?v=1o4YUY4feys>



COMMERCIAL ADS → sell more

examples:

- gay as possible consumers (McDonal's ..ikea)
<http://www.youtube.com/watch?v=SBuKuA9nHsw>
<http://www.youtube.com/watch?v=S-7IA54-tmE>
-the idea of modern family/society
<http://www.youtube.com/watch?v=1pwN-yiho4M>
<http://www.youtube.com/watch?v=37pnd98m7sw&list=PL06B33173C1E245B3>
-funny ads
<http://www.youtube.com/watch?v=kxlgHlzkhm0#t=11>

