X. ECONOMICS

A. ECONOMICS, BUSINESS, AND LABOR

Conditions in business firms, whether large or small, are not as a rule conducive to "coming out" on the part of gays and lesbians. The stereotypical images of the gay hairdresser or lesbian truckdriver serve to mask the fact that homosexuals are found in every profession. Although data are lacking, it seems likely that homosexuals are nonetheless more strongly represented in some job areas than in others. A different phenomenon is the appearance of businesses which are not sexually related, but which cater to gays and lesbians (banks, legitimate bookstores, guesthouses, etc.). These are listed in various directories, including specialized telephone books. See also "Travel," V.A-B, "Lifestyles," IX.A-B, and "Discrimination," XII.C.

2635. APRIL, WAYNE. "Business Boom of Gay Savings and Loan," New York Native (December 6, 1982), 24-25.

Male homosexual subculture is now a multimillion-dollar industry affecting not only the social lives of many male homosexuals but also their politics.

Workplace problems occasioned by overt and covert discrimination.

On a motel for homosexuals.

Assesses recent developments.

The trend toward forming business associations.
The view from San Francisco, where matters are less rosy than they might seem.

Excerpts from a report prepared and published by San Francisco Gay Care. Of 55 nonprofit gay organizations in San Francisco, the 1981 identifiable expenditure easily exceeds $2,000,000. The organizations are much stronger, have larger programs, better publicity and more volunteer workers.

Expo (December 12-14, 1980) was organized to provide the business community direct sales contact with the Los Angeles gay population amid such attractions as live entertainment, dancing, fashion shows, physical fitness exhibitions, cooking and craft demonstrations, contests, and prize drawings.

On surveys of gay lifestyles by Gay News (UK) and The Advocate (US). This periodical has published a number of short articles on the gay and lesbian market.

A hidden phenomenon attracts attention in the mainstream media.

In stripping the adaptation appears to be related to the following conditions: (a) isolation from affectionate social relationships; (b) stunted relationships with men; (c) an opportunity structure allowing for a wide range of sexual behavior.

A wide-ranging list, unannotated.

2648. RUSSO, VITO. "When It Comes to Gay Money Gay Lib Takes Care of the Pennies; Will Big Business Take Care of the Pounds?" Gay News, no. 212 (April 1981), 16-17.
An independent study has shown that gays control more than
19% of the spendable income in the United States. Yet gay businesses seem unable to tap more than a small portion of this.


2651. SIMONOT, PHILIPPE. Le sexe et l'économie, ou la monnaie des sentiments. Paris: Jean-Claude Lattes, 1985. 249 pp. Somewhat impressionistic exploration of the connections between sex and economy—including the venerable idea that sperm is a kind of capital.

In this first volume of the major biography of the most influential economist of the 20th century, his early homosexual affairs are frankly discussed. The author avoids making simplistic connections between his sexuality and his innovative theories. See also Charles H. Hession, John Maynard Keynes: A Personal Biography (New York: Macmillan, 1984; 400 pp.).

"For the first time, advertisers are vying for homosexuals' buying power, though they worry about offending mainstream consumers. ... The homosexual community asks if economic acceptance is true acceptance."

Illusions and realities of fashion marketing.

Issues involved in a workers' strike at a lesbian auto-repair shop that employed ten self-identified lesbians, including the two owners. This study shows flaws in a number of concepts: lesbian-feminist assumptions of solidarity, liberal analysis downplaying social-structure strains, and the heterosexual bias of socialist and socialist-feminist approaches.

2656. WHITAM, FREDERICK L., and MARY JO DIZON. "Occupational Choice and Sexual Orientation," International Review of Modern Sociology, 9 (1979), 137-49. Comparison of occupational choices of male homosexuals in the United States and Brazil shows a strong interest in entertainment in both societies. This congruence calls into question prevailing notions of the shaping of occupational choice by labeling and description.