

ADVERTISEMENTS, PERSONAL

In the years before World War I insertions by homosexuals began to appear in the personal columns ("petites annonces") of mainstream newspapers in France and Germany. Unlike contemporary graffiti, they avoided sexual explicitness and were couched in the guise of seeking friendship. No counterpart is known in English-speaking countries of the time. In the 1920s the homophile press of Germany became even bolder, but it was soon snuffed out by the Depression and the rise of the Nazis.

In the United States in the 1960s, the underground press represented by such **Counterculture** organs as *The Berkeley Barb* and *The East Village Other* began to push farther the boundaries of accepted expression—as seen in the printing of four-letter words and graphic descriptions of sexual acts in news stories. In order to enhance revenue, these papers ran personal ads soliciting sexual partners. This custom was taken over by the gay newspapers, some of which have quite extensive listings. Although they are explicit and often raunchily detailed as to the activities desired, to save space they tend to employ a code of abbreviations recalling that used by real-estate ads. The existence of these ads has enlarged the sexual marketplace beyond the usual sphere of face-to-face meeting. These ads are generally separate from those placed by "entrepreneurs of the body," models, masseurs, and escorts; for their services payment is expected (generally at a specified rate).

Analysis of the ads reveals different styles for men and women. Women's ads are less explicit and are more likely to turn upon qualities of personality such as one might seek in a friend. Male ads tend to show remarkable narrowness in somatic tastes—height, weight, hairiness, race, etc. Age restrictions in the desired partner are common, with parameters generally going considerably below the age of the person who places the ad, but rarely much above

it. The coming of the AIDS crisis in the 1980s led to a decline in certain appeals (as for rimming), as well as more positive indications, such as the notation that the advertiser is "health conscious."

As a rule American and English mainstream newspapers do not accept personal ads for sex. In Europe, however, as a striking token of recent changes, they even appear in middle-class, "family" newspapers.

BIBLIOGRAPHY. John Preston and Frederick Brandt, *Classified Affairs: A Gay Man's Guide to the Personal Ads*, Boston: Alyson, 1984.

AESCHINES (CA. 397–CA. 322 B.C.)

Athenian orator. His exchanges with Demosthenes in the courts in 343 and 330 reflect the relations between Athens and Macedon in the era of **Alexander the Great**. Aeschines and Demosthenes were both members of the Athenian *boule* (assembly) in the year 347/46, and their disagreements led to sixteen years of bitter enmity. Demosthenes opposed Aeschines and the efforts to reach an accord with Philip of Macedon, while Aeschines supported the negotiations and wanted to extend them into a peace that would provide for joint action against aggressors and make it possible to do without Macedonian help. In 346/45 Demosthenes began a prosecution of Aeschines for his part in the peace negotiations; Aeschines replied with a charge that Timarchus, Demosthenes' ally, had prostituted himself with other males and thereby incurred *atimia*, "civic dishonor," which disqualified him from addressing the assembly. Aeschines' stratagem was successful, and Timarchus was defeated and disenfranchised.

The oration is often discussed because of the texts of the Athenian laws that it cites, as well as such accusations that Timarchus had gone down to Piraeus, ostensibly to learn the barber's trade, but