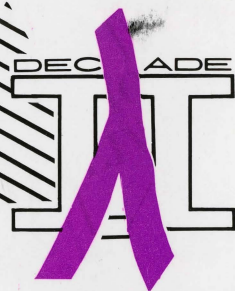
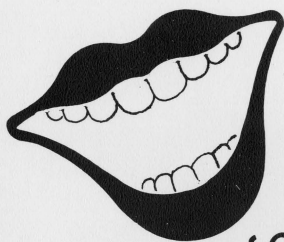


SHARE THE  
**PRIDE**

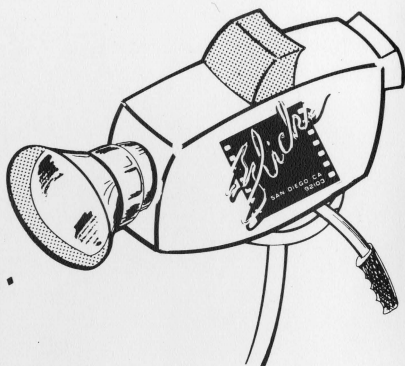
**SAN DIEGO CALIFORNIA 1985**

SAN DIEGO  
LAMBDA PRIDE INC.





Smile for  
our cameras  
during the parade.



Then see yourself on  
our big screens  
immediately following  
the rally!

**Free  
Schnapps  
ALL DAY!**



**San Diego's Video  
Entertainment Bar**

1017 University Avenue  
297-2056



## CONTENTS

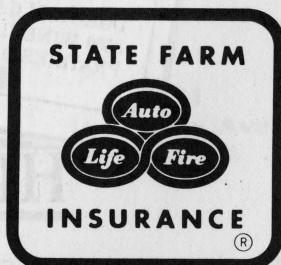
Lambda Pride Dedication .....	Page 3
Weekend Activities Schedule.....	Page 5
Grand Marshals .....	Page 7
Honorary Grand Marshals	
For Lambda Pride Parade .....	Page 9
San Diego's Lambda Pride 1975-1985	
By Doug Moore .....	Page 12
Lambda Pride Parade Information .....	Page 19
Lambda Pride Parade Route .....	Page 20
Lambda Pride Rally Information .....	Page 23
Lambda Pride Concert Information .....	Page 26
New Lambda Pride Festival Site .....	Page 31
Lambda Pride Festival Information .....	Page 36
Appreciating Pride by Bridget Wilson .....	Page 42
Special Commendation	
From the County of San Diego .....	Page 46
Lambda Pride, Inc. 1985	
Board of Directors .....	Page 53

Media Directions, Inc.: POB 33187; SD 92103; (619) 296-6111

***Best wishes to the lesbian and  
gay community as you celebrate  
Lambda Pride weekend.***

***Marilyn Richey***

**930 W. Washington  
Suite #1  
San Diego, CA 92103  
(619) 296-6500**



4LTWHD

DAY  
IKIN  
M  
:  
PPY

F  
F  
D  
SA  
P

OFF INTL 230PM

15 MAY 85 - WEDNESDAY  
AIR LV KANSAS 300PM VIA TORNADO  
AR MUNCHKIN LAND 520PM

16 MAY 85 - THURSDAY  
OTHER LV MUNCHKIN LAND 900AM VIA YELLOW BRICK ROAD  
AR OZ 455PM  
OTHER SIDE TRIPS: ENCHANTED  
FOREST, POPPY FIELDS

17 MAY 85 - FRIDAY  
AIR LV OZ 912PM  
AR WITCH CASTLE 930PM

VIA FLYING MONKEYS

18 MAY 85 - SATURDAY  
SHIP LV OZ 1030AM  
AR KANSAS 230PM  
OTHER CANCELLATION INSUR

VIA HOT AIR BALLOON  
MISSED CONNECTION  
RUBY SLIPPERS

HAVE A WONDERFUL TRIP TO THE LAND OF OZ. PLEASE RECON-  
FIRM FLIGHT TIMES WITH EACH CARRIER PRIOR TO DEPARTURE.

DOROTHY GALE AND TOTO TOO!  
3550 WINDBLOWN LANE  
PRAIRIES OF KANSAS

DATE: 08 MAY 85  
SALES PERSON: RS  
PAGE: 1

**HILLCREST**  
**TRAVEL**

431 Robinson Avenue • San Diego, California 92103 • (619) 291-0758



## SUZY LYNN SARRETT

Sept. 5, 1955-

May 4, 1985

Lambda Pride weekend, 1985 is dedicated to a concerned gay woman and a tireless volunteer. Her accomplishments never made headline news, but her compassion and willingness to

reach out to her gay brothers and sisters was both legendary and in the true spirit of GAY PRIDE. She gave so much and asked only that we smile. Thank you Suzy, we're smiling.

**A  
Friendly  
Man's Bar**



2581  
University Ave.  
295-8205



## Announces:

**NEW**

# EMPLOYMENT DATA BANK

**EMPLOYERS:** Now when you are in need of employees simply contact the EMPLOYMENT DATA BANK and we will send you the updated list of potential employees in your area. No potential employee will ever contact you direct.

**EMPLOYEES:** Your application will be mailed to all Gay/Lesbian and Gay supportive employers signed up with our program. Only they can take the initiative to contact you.

---

FOR APPLICATIONS AND FURTHER INFORMATION  
CALL THE GSDBA EMPLOYMENT DATA BANK AT 222-6700



# **ELEVENTH ANNUAL SAN DIEGO LAMBDA PRIDE WEEKEND SCHEDULE OF EVENTS**

**Saturday, June 8**

**The Parade:**

Noon. Forming at Sixth Avenue  
and Juniper Street

**The Rally:**

Immediately following the  
parade. At Balboa Park/Juniper  
Street

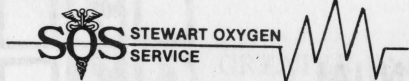
**The Concert:**

Great American Yankee  
Freedom Band, (free) 7:30 p.m.  
Balboa Park Organ Pavilion

**Sunday, June 9**

**The Festival:**

Noon-8 p.m. County  
Administration Building, 1600  
Pacific Coast Highway, General  
Admission, \$3. Parking, \$1.



**Shelly Omanson**  
President

2301 El Cajon Blvd. (619) 298-9052  
San Diego, CA 92104 Member GSDBA

**BLACK and WHITE MEN  
TOGETHER  
SAN DIEGO CHAPTER**

Meet every first  
and third Friday  
each month, 7 P.M.

P.O. Box 964 3844 Adams  
San Diego, 92112 297-1577



**"Watch Us Thrive In '85"**

**San Diego County  
LOG CABIN CLUB  
SALUTES  
LAMBDA  
PRIDE**

**CITY  
delicatessen  
& Bakery**

**Salutes the San Diego gay community. We stand together in  
"Pride" and Solidarity.**

**BREAKFAST•LUNCH•DINNER**

And After Theatre

• Party Trays • Specialty Bakery • Catering

**Friday and Saturday 24 Hours 7 A.M.-2 A.M. Sunday-Thursday**

**535 University Avenue Hillcrest**

**• 295-2747 •**

Validated Parking Available in Colombo's Parking Lot on 5th.

## GRAND MARSHALS

Four San Diego organizations will serve as Grand Marshals for the 1985 San Diego Lambda Pride Parade.

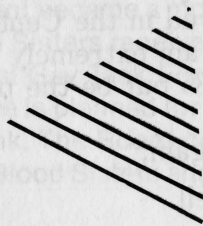
Parents and Friends of Lesbians and Gays, a support group was chosen because of their friendship and service to the lesbian and gay community of San Diego County, and to the parents of lesbians and gays.

The Gay Youth Alliance was selected to recognize an organization that assists young lesbians and gays by providing a place for them to socialize and discuss issues pertinent to gay youth.

The Couples Club encourages and strengthens long term gay and lesbian relationships.

A recently organized San Diego organization, Gay Fathers, assists men with children by providing networking with other fathers, social events and support for improving parenting skills.

All Grand Marshals were chosen to represent the diversity that is the hallmark of the lesbian and gay community and to acknowledge the importance of each of these fine organizations.





## VITAMIN STORES

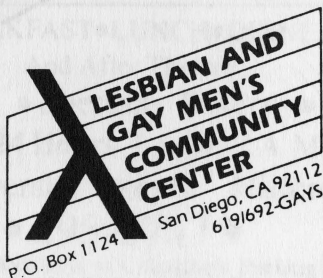
On behalf of Great Earth Vitamin Stores (Hillcrest, North Park, Fashion Valley) and the Lesbian and Gay Men's Community Center, Thank you all for your continued support!

There definitely is power in numbers!

I opened up my first store in Hillcrest May of 1980. I became involved in the Center May of 1984. Now, 5 years later, I am extremely proud to not only share the pride in '85 but be the pride!

Thank You Again,

Robert Mitchell





## HONORARY GRAND MARSHALS

The Board of Directors of the Lambda Pride, Inc. are pleased to name the Blood Sisters Honorary Grand Marshals for 1985. The Blood Sisters are those women who organized and participated in the country's first lesbian blood drive in support of gay men who are ineligible as blood donors due to the AIDS crisis.



The first Blood Sisters drive took place on July 16, 1983 and is sponsored annually by the Women's Caucus of the San Diego Democratic Club. The event became a model for similar programs in other cities. Blood Sisters received the Humanitarian Award from the National Gay Task Force in 1984.

This year's Blood Sisters' drive is planned for Saturday, July 27 at the San Diego Blood Bank. The Board commends the initiative and dedication of the Blood Sisters and wishes them continued success.

**We Share Your Pride!**  
Parents & Friends of Lesbians & Gays

**PFLAG**

"Help us get your parents  
out of the closet"

P.O. Box 1695  
Oceanside, CA 92054  
(619) 439-4421

**AL SMITHSON**  
ATTORNEY AT LAW

303 A STREET - SUITE 208  
CORNER 3RD & A  
SAN DIEGO, CALIFORNIA 92101  
(619) 234-8729

Share the pride in '85



**KATHY CLARK**, Real Estate Consultant

**CENTRE  
CITY  
REALTY**

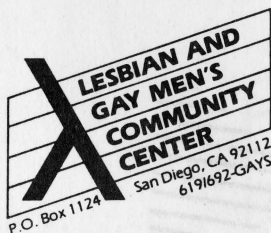
Warm Wishes to  
our community as we  
"Share the Pride in '85"

4101 Randolph/W. Lewis      **293-7890**

# "Share the Pride in '85" BECOME A MEMBER OF L.G.M.C.C.

**NAME** \_\_\_\_\_ **PHONE** \_\_\_\_\_  
**ADDRESS** \_\_\_\_\_  
**CITY** \_\_\_\_\_ **ZIP** \_\_\_\_\_

Please Return to:

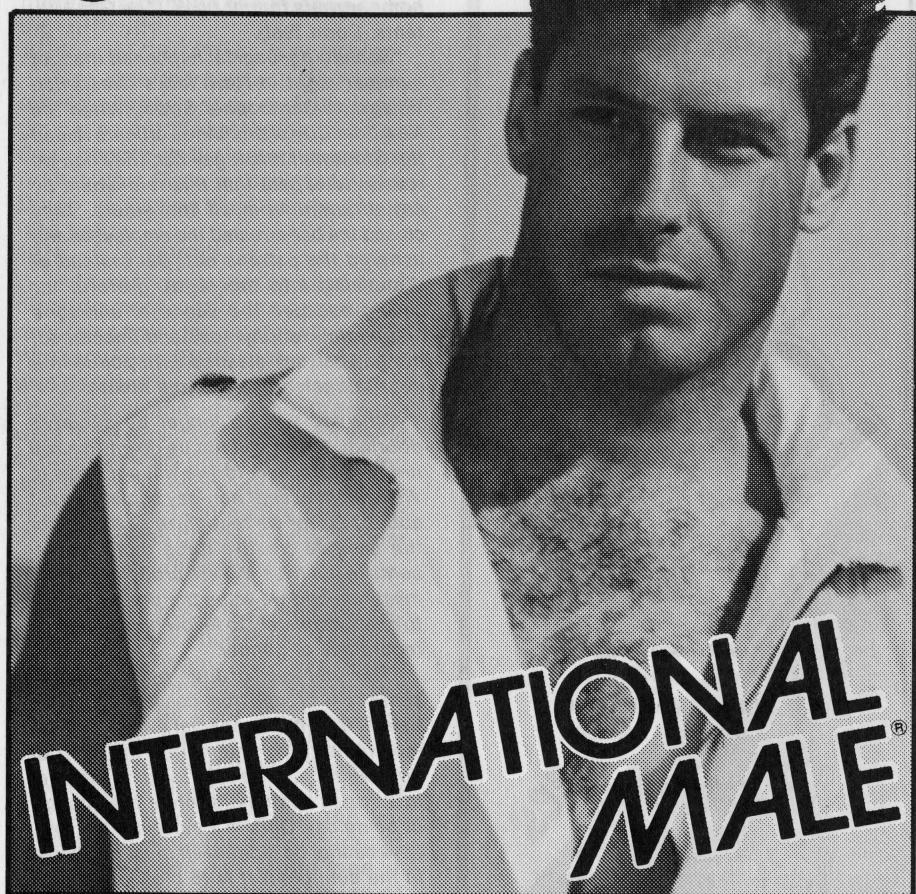


- ☐ I want to become a member of LGMCC  
☐ I want to renew my membership in LGMCC  
☐ \$15 Regular      ☐ \$25 Household  
☐ \$25 Business or Organization      ☐ \$5 Limited Income
- ☐ I want to pledge a monthly gift of:  
☐ \$10      ☐ \$30      ☐ \$100  
☐ \$20      ☐ \$50      ☐ Other \_\_\_\_\_

**Signature** \_\_\_\_\_

Please make checks payable to: Center for Social Services.  
Your gift is tax-deductible.

Salute!



**INTERNATIONAL  
MALE®**

**SAN DIEGO AND WEST HOLLYWOOD**

**INNOVATIVE,  
PROVOCATIVE,  
AFFORDABLE...**



**FASHION BOUTIQUES**

**La Jolla Village Square**

- Men's and Women's

**La Jolla Village Square**

Upper level / next to Bullocks Wilshire  
457-2419

**Grossmont Center**

In the Paseo Bonito / 461-5250

**Old Town Esplanade (Parking Below)**

2461 San Diego Ave. / Suite 210 / 291-4171

## San Diego's Lambda Pride 1975 - 1985

**By Doug Moore**

*"On June 28, 1969 one of the country's largest and most silent minorities became vocal and militant. Tired of living double lives, of being considered sick or sinful or criminal, tired of being pawns in games played by police and crime syndicates, homosexuals fought back. (The Gay Militants, Donn Teal).*

*"Something magical happened that hot summer night in New York's Greenwich Village on Christopher Street. When the New York City plainclothes officers raided the Stonewall Inn, a gay bar, they had no reason to expect that this raid would be any different from all the others. They closed the bar, arrested the employees and ushered the patrons out. But instead of dissolving into the night, grateful for having escaped the scene of someone else's crime, anonymous and unscathed, the gay patrons clashed with police in a riot that lasted nearly three nights."*

*"Now we will no longer be society's doormat, for we will not lie down. We will not be oppressed, for we will not allow it. We will not accept non-gay society's guilt about sex, for we recognize sexuality for the positive creative force that it represents in our lives. We are proud of our gay mystique and we value the unique ability to relate intimately to fellow human beings regardless of gender."*

*"The final week of June, by mutual consent of gay groups from coast to coast has been set aside for special events and celebrations to commemorate the birth of our liberation. It is a time to come together in an open demonstration of the ecstasy of being gay. Ours is a movement of love. Love cannot be hidden—it must be shared in the sunlight if it is to blossom." (Jess Jessop, 1974, before San Diego's first march.)*

In June, 1975, 400 men and women took to the streets of San Diego and



held the first gay liberation march. Several members of the Gay Center and Metropolitan Community Church in San Diego had formed an ad hoc committee and applied for a march permit. It was refused. After much pressure was placed on the police department, the permit was finally granted. Over the next nine years many reasons would be given by the police department for not granting a parade permit. But the producing group always answered the denial, and each year the permits were finally obtained.

Producing the Pride Event has not been an easy task. Almost every year there is something or someone causing difficulty.

#### 1975—CELEBRATING GAY PRIDE

Here was the beginning of many refusals by the police department to grant a permit. Nevertheless, four hundred people participated, marching from Hobo Park in downtown San Diego to Balboa Park where a rally was held.

#### 1976—GAY SPIRIT '76

The bicentennial year entailed much disagreement within the community over the participation of the Socialist Workers Party (SWP) in the parade. It was decided by community vote that all political and ideological groups were to be excluded. The march would contain banners only at the beginning and end with everyone marching in between. The community split over this and several groups marched under their own banners anyway.

#### 1977—UNITY

This year's event was produced by the Lesbian/Gay Pride Parade Committee. Anita Bryant was expanding from Dade County, Florida. She wanted to "save" all us poor homosexuals. Many women had taken on key roles in the parade committee leadership. To "create better understanding" and "put our best foot forward" the Imperial Court and others discouraged flamboyant dress. The entire tone of the march was a vocal expression of opposition to Anita.

**CONT. on Page 16.**

## WILL COPY & PRINT

**1401 Sixth Avenue  
San Diego, CA**

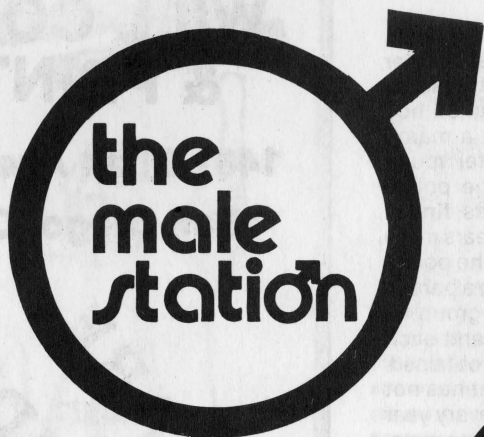
**SHARE  
THE PRIDE  
IN '85**



**235-8818**

**235-6886**

- Copying
- Printing •
- Color Copying
- Hot Stamping •
- Typesetting • Binding
- Copying • Hot Stamping •
- Stats Half-Tones • Bindery
- Tape Duplicating • Laminating •
- Printing • Color Copying • Typesetting
- Color Copying • Typesetting • Binding •



SPORTSWEAR AND ACTIVE WEAR

437 Robinson

294-2101



**PECS**

A MAN'S LEVI / LEATHER BAR

4612 Park Blvd.

291-0173

# PARK PLACE

## == BAR & RESTAURANT ==

3811 Park Boulevard  
299-7086

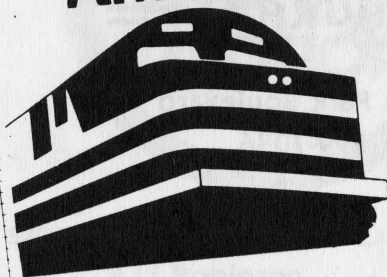
DIEGO  
PRIDE



# White Unicorn Gifts

3868 Fifth Ave.  
295-8414

# ALL ABOARD AMTRAK



**PARK BOULEVARD TRAVEL**  
3827 Park Blvd.  
San Diego, CA 92103  
(619) 299-2720



HAVE  
**A**  
**FOOD**  
**AFFAIR**  
**EXTRAORDINARY CATERING**  
**275-FOOD**  
SERVING SAN DIEGO

## CONT. from Page 13.

1978—NO MORE LIVES—  
NEVER AGAIN

Not only had Anita Bryant come to California in the form of Senator John Briggs and his Proposition 6, the anti-gay teacher legislation, but the community divided itself over the participation of the Socialist Workers Party. Some community leaders feared the SWP would carry prosocialist slogans and not pro-gay slogans. In past years the SWP had used the march to further their viewpoints but this year, the committee had placed certain restrictions on their involvement. Communication broke down between the Parade committee and these leaders. Flyers announcing that the "Pride Parade Was Cancelled" were placed in many local bars. For the first time in San Diego, gay men and women picketed gay establishments with signs reading "Gay Pride Parade Not Cancelled," because some bars would not allow the parade committee to refute the cancellation notices. Almost 1,000 people turned out for the march wearing black armbands with pink triangles. 1979—REMEMBER STONEWALL

Having defeated Proposition 6 overwhelmingly in 1978, the community looked to celebrate by remembering the birth of the Gay Rights Movement. Women were still involved in the leadership of the committee and were interested in expressing women's issues. Outside problems were few except that the city once again stalled the granting of a parade permit for as long as possible. Because of the gasoline shortage, motor vehicles were prohibited from the march except those carrying the handicapped and senior citizens. 1980—IN CELEBRATION WE ARE

The split within the Lesbian/Gay Men's Pride Alliance Committee occurred this year. At an open meeting of organizational representatives it



was voted to change the focus of the Pride Events from a political march to a more celebratory parade. Many organizations felt that the Pride event was too political and therefore they could not participate. It was also voted that floats should be allowed. Many of the women on the committee felt that they no longer had a viable outlet that expressed the needs of women and therefore they left. San Diego had two events, the Lesbian/Gay Men's Pride Parade and the Lesbian Solidarity March.

#### 1981—UNITED FOR OUR RIGHTS

Many changes occurred this year. The Lesbian/Gay Men's Pride Alliance became San Diego Lambda Pride Association. Because of new city restrictions due to downtown street construction, the parade route was moved to the present one in Hillcrest. Over 1,000 names were turned into the mayor's office asking Pete Wilson to issue a Lesbian/Gay Community Pride Week proclamation, but he refused saying he did not issue proclamations on sexual orientation alone. For the first time, the Great American Yankee Freedom Band of Los Angeles and the Los Angeles Gay Men's Chorus participated. The Moral Majority picketed the rally and the police department refused to do anything about it. And we held our first festival on Juniper Street next to Balboa Park.

#### 1982 PROUD-DIVERSIFIED-UNITED

The city refused to issue a parade permit and required us to obtain many more permits for our other events. SDLPA encourages organizations to have other pride events and Front Runners held the first annual "Run for Pride Day." The West Coast Production Company entered the first professional float and we received prime time coverage on Channel 39. Be-

**CONT. on Page 20.**



## NORTH COUNTY GAY ASSOCIATION

*Sanchae's*  
North County's  
Finest Gay  
Cocktail Lounge

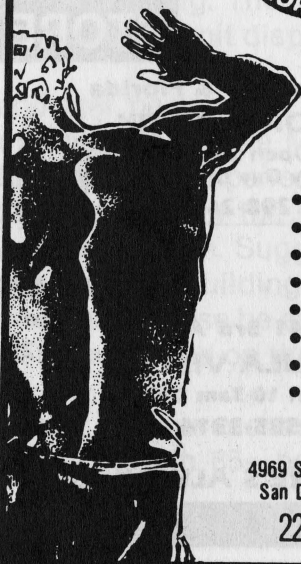
831 South Escondido Blvd.

**ESCONDIDO, CA  
747-5250**

The Private Club  
for the  
Discriminating  
Gentleman



UNOFFICIAL  
**IGHC**  
MEMBER SINCE 1982



- Pool
- Steam
- Sauna
- Sundeck
- Whirlpool
- Lounge
- Gym
- Food

4969 Santa Monica  
San Diego 92107

**224-9011**

# **OUR SELECTION SAYS IT ALL!**

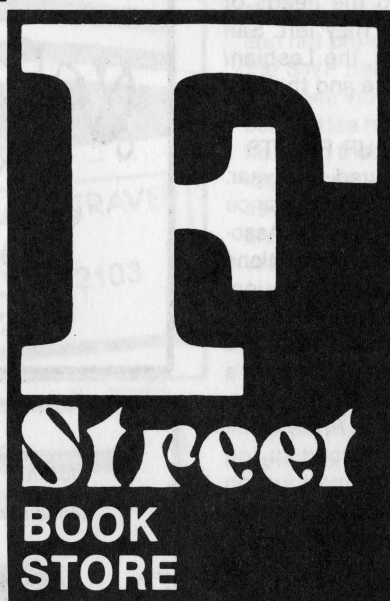
**Leather, Videos—G, PG, R, and XXX—**

**Adult books, magazines, cards**

**Smoking accessories, gifts**

**Gay and lesbian literature**

**Top 40 pocketbooks and your Favorite  
general periodicals and much more...**



**University & Florida  
NORTH PARK**

**Open 24 Hours  
Every Day of the Year  
298-2644**

**4th and F St.  
DOWNTOWN**

**Open 24 Hours  
Every Day of the Year  
236-0841**

**7865 Balboa Ave.  
KEARNY MESA**

**Open 10-3am Daily  
292-8083**

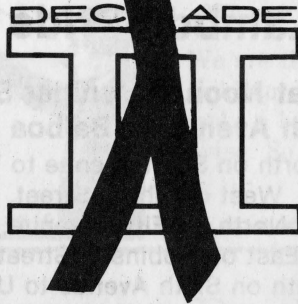
**1141 3rd Ave.  
CHULA VISTA  
Open 10-3am Daily  
585-3314**

**158 E. Main St.  
EL CAJON  
Open 10-3am Daily  
447-0381**

**THERE'S ALWAYS SOMETHING NEW AT F STREET!**

---

## SAN DIEGO LAMBDA PRIDE PARADE



Welcome to the premiere annual event for San Diego's gay and lesbian community—the Lambda Pride Parade. The eleventh annual parade will begin at noon on Saturday, June 8 at the corner of Sixth Avenue and Juniper Street in Balboa Park.

This year the parade, as always, includes contingents from gay and lesbian organizations and businesses as well as representatives from supportive non-gay organizations. Floats from commercial and non-profit groups will add an exciting element to the event.

Two judges' awards will be presented before the parade begins. The Grand Marshal award will honor the finest non-commercial entry over fifty feet long. The Theme award will be presented to the marching unit displaying the most pride.

The parade reviewing stand will be located at the corner of Fifth and Robinson Avenues, in the Mayfair parking lot. Reserved space for physically impaired community members will be located in front of the stand.

Parking in Hillcrest will be at a premium. Suggested parking includes lots near the Federal Building Gymnasium and museums in Balboa Park. Please be advised that absolutely no parking will be permitted on the west side of the Park.

Parade Day happens once a year and our success and visibility depend on *you*. Share *your* pride in '85—be there on June 8.

## 1985 Lambda Pride Route

### Starting at Noon at Juniper Street and Sixth Avenue in Balboa Park

Proceeds North on Sixth Avenue to Thorn Street.

West on Thorn Street.

North on Fifth Avenue.

East on Robinson Street.

South on Sixth Avenue to Upas.

East on Balboa Drive and disbands



### CONT. from Page 17.

cause of city restrictions, the festival site was moved to Hancock Street.

#### 1983—I LOVE BEING OUT

The city's continuing refusal to issue a parade permit prompted attorney Thomas Homann to offer his services. He obtained all needed permits. Mayor Roger Hedgecock issued a proclamation for "Human Rights Day." Each year the parade was growing in size with over 60 units participating in '83. City College was considered as a possible festival site until the California State Board of Education refused to allow beer on the campus. The festival was again held at Hancock Street. San Diego Lambda Pride continued to reach out to other Pride groups by hosting the Second Annual National Pride Coordinators Conference with over 60 representatives from 18 cities.

#### 1984—A DECADE OF PRIDE

For our tenth parade, the biggest event ever was planned. Three days of celebration, community support, and

the addition of a Pride Concert showed that we had come a long way. However, within Lambda Pride itself there was a discord. Because of the heavy workload and a communication breakdown, there was a change of leadership at the last minute. Many thought the Pride Events would not take place, but with the concerted efforts of the organizers and participants, the most successful Pride Event ever emerged from the confusion. Oh yes, let us not forget the Fundies, those loveable folks from Santee.

#### DECADE II

#### 1985—SHARE THE PRIDE IN '85

The second decade of Lesbian/Gay Pride sees a new leadership with new direction. For the first time, the city has not denied the parade permit. More community people have come forward to chair and work on committees. The hard work of all the people who have gone before has resulted in a Pride Event that the entire community can feel a part of.



BLUEDOORBOOKSTORE  
SERVING YOU SINCE 1962



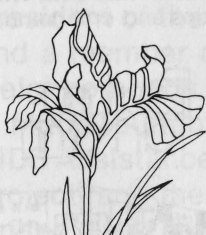
3823

5Th Ave 298 8610

## SHARE PEACE

*With your family, friends or lover today*

We are the World. We are the children. We are the ones who make a brighter day, worth living. So, let's start giving.



- Books
- Music
- Gifts

## A Woman's Place

154 E. Grand Avenue Escondido, CA 92025 (619) 489-1886

- GAY MEDICINE
- AIDS AWARE
- IMMUNITY SCREENING
- NUTRITIONAL COUNSELING
- PERSONALIZED CARE



## KEITH D. VRHEL, M.D.

Board Certified — Internal Medicine

3446 PARK BLVD. • SAN DIEGO, CA 92103  
296-0224

# CATHARINE KROGER

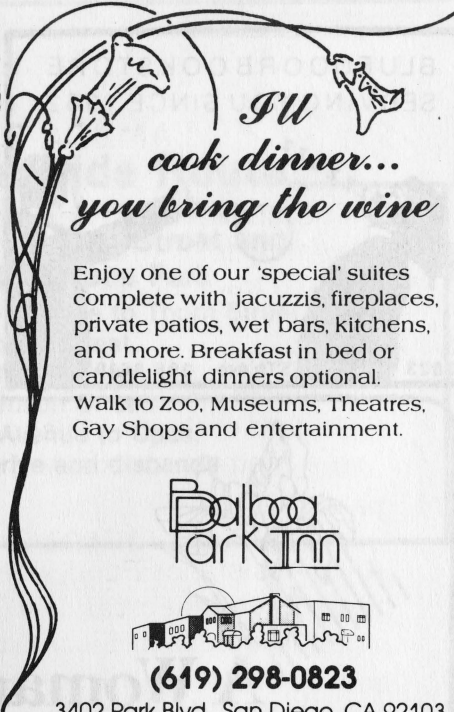
Attorney at Law

- Personal Injury —
- All Accidents
- (No fee if no recovery)
- Free First Visit

- DUI/Criminal
- Wills
- Bankruptcy
- Lesbian/Gay Matters

**280-5911**


North Park Legal Center  
2800 El Cajon Blvd.  
San Diego, CA 92104



*I'll  
cook dinner...  
- you bring the wine*

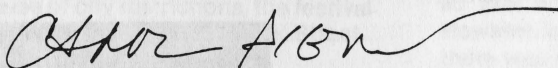
Enjoy one of our 'special' suites complete with jacuzzis, fireplaces, private patios, wet bars, kitchens, and more. Breakfast in bed or candlelight dinners optional. Walk to Zoo, Museums, Theatres, Gay Shops and entertainment.

**Balboa Park Inn**



**(619) 298-0823**  
3402 Park Blvd., San Diego, CA 92103

Lic. #MZ014864



Carol Pierce, M.F.C.C.  
Individual, Couple and Family Therapy  
Mission Hills (619) 299-1043

Psychology and Professional Center  
8363 La Mesa Boulevard, Suite E  
La Mesa, CA 92041  
La Mesa, (619) 462-1611

Individual, Couples, Group, Family  
CA Lisc. # MM 8322

*"The Unexamined Life,  
is not worth living." —Socrates*

Jo Ann Gilberg, Ph.D.  
Psychotherapist

1767 Grand Ave., San Diego, CA 92109 • (619) 270-6060

---

## LAMBDA PRIDE RALLY

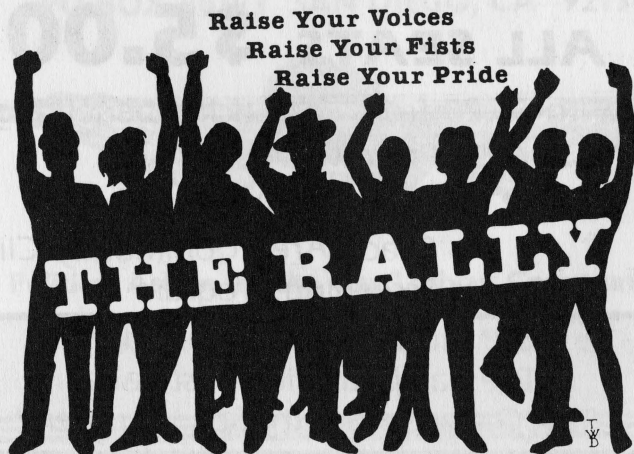
The annual Lambda Pride Rally will take place *immediately* following the Pride Parade on Saturday June 8, at the traditional location in Balboa Park near Juniper Street. Two speakers, Susan Jester and Nicole Murray will be featured.

Jester is chairperson of the Police Liaison Committee, President of the San Diego Log Cabin Republican Club, and a member of the Mayor's Advisory Committee on Neighborhoods.

Murray currently serves as President of the San Diego AIDS Assistance Fund, vice chair of the San Diego AIDS Project, and member of the Board of Governors of the United San Diego Elections Committee.

Entertainment will be provided by Ladies Against Women, a comedy troupe with a flare for political satire. The rally will be signed for hearing impaired persons.

Concerning the tone of the rally, Murray commented, "These are still serious times, and there are still many serious issues to address. Stonewall started as a political statement, and the AIDS crisis as well as national, state-wide and local issues remain important factors to be considered."

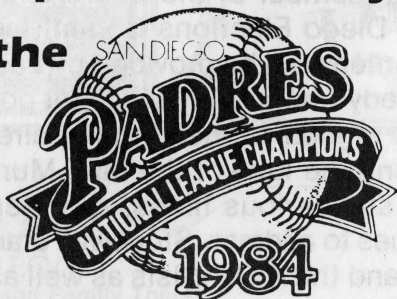


**Sharing the Pride in '85**

# **san diego** **Gayzette**

**Proudly Sponsors Family Night**

**with the**



**MONDAY, JULY 1ST, 7:05 PM**

**ALL SEATS \$5.00**

With \$1.25 from each ticket benefiting

- AIDS Project
- AIDS Assistance Fund
- Beach Area Community Clinic Screening Program

1,000 Tickets will be sold during  
The Lambda Pride Festival at  
The Gayzette Booth. See you there!



# **Congratulations to All Who are Sharing the Pride**

Drew Mattison, Ph.D.  
David McWhirter, M.D.



2103 El Cajon Blvd.

San Diego's Outstanding  
Beer Bar and  
Afterhours Bar

For Music  
For Pleasure  
For Men

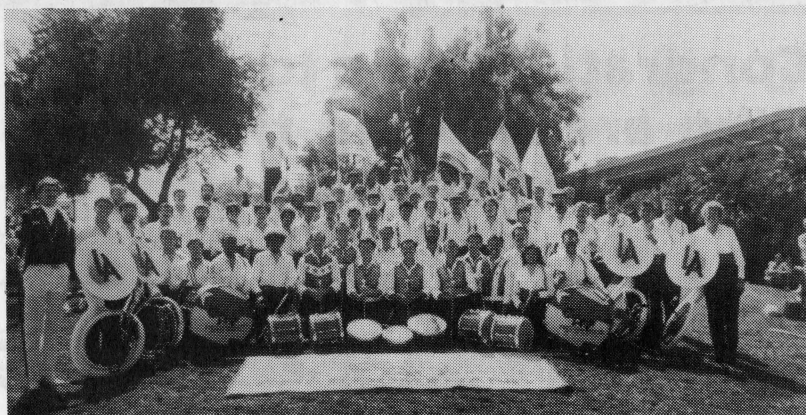
## San Diego **DEMOCRATIC CLUB**

PO BOX 80193 SAN DIEGO, CA 92138



**Political Action for the Gay/Lesbian Community**

*"Together We Will Make A Difference"*



## GREAT AMERICAN YANKEE FREEDOM BAND

The Great American Yankee Freedom Band of Los Angeles, founded in 1978, will top off Parade Day with a free concert, Saturday, June 8, 7:30 p.m. in the Organ Pavilion at Balboa Park. We hope gay San Diego will make this great band feel right at home by attending this exciting concert.

Their most recent appearance was in Palm Springs to perform in an AIDS benefit with the Gay Men's Chorus, Liz Torres and Rudy de L'Amour.

The eighty member band includes twirlers, a flag corps, honor guard and singers. Part of the by-laws of the band states, "...the band has a special sensitivity to women and minority groups and is committed to outreach to the non-gay community..."

Artistic director of the band, Scott Brahm studied music at the University of Michigan and received his

***Spread the word and  
share your pride in '85!***

**THE BOOK  
MARK** BOOKSTORE  
AND CAFE



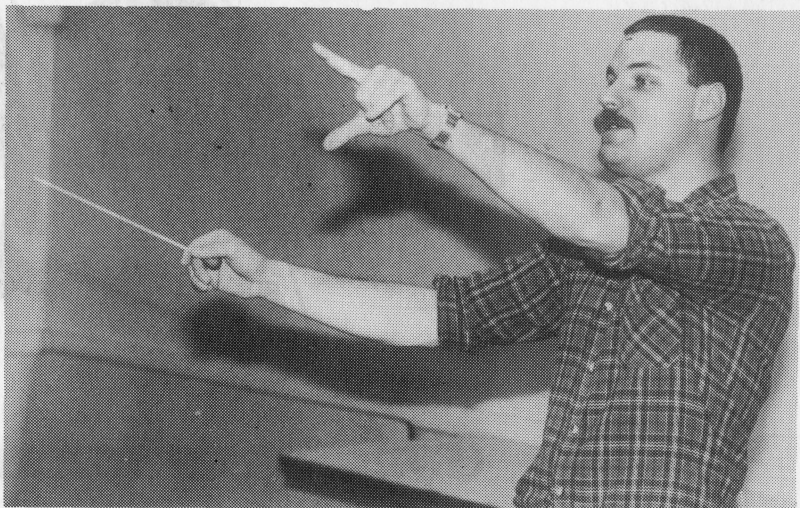
**STOP VIOLENCE  
AGAINST WOMEN**

**Rape Crisis Center  
Legal Clinic for Battered Women  
Offering:**

24-Hour Hotline 233-3088  
Counseling  
Advocacy

Hospital & Court  
Accompaniment  
Referrals

Center for Women's Studies and Services  
2467 "E" St., San Diego, CA 92102 (619) 233-8984



**Director Scott Brahm**

Master's degree in conducting at the University of Wisconsin. Before moving to Los Angeles in 1983, he directed high school bands.

Among the honors given to the band was a key to the city of Houston by Mayor Jim McConn in 1981. The band holds over 40 trophies, and has appeared in a combined concert with the Lesbian/Gay Bands of America in a performance at the Hollywood Bowl featuring Miss Rita Moreno.

Future plans for the ensemble include the opening ceremonies of the Gay Games II in San Francisco in 1986. The band will join with the Lesbian and Gay Bands for a combined concert during the week of the Games, as well.

## "SHARE THE PRIDE IN '85"

**SPECIAL  
PRICES IN  
EFFECT IN  
HONOR OF  
THIS EVENT**



... the Sensible Alternative!

**401-B  
UNIVERSITY AVE.  
IN HILLCREST  
(619) 574-1187  
M-F 11-9  
SAT 10-6  
SUN 11-5**



**Congratulations to  
Years of Service to**

**FRIDAY**  
Doubles for  
the price of  
regular well  
drinks

**SATURDAY**  
Dancing at  
25¢ Draft  
8-9p

**Thursday's Rawhide  
Leather Night • \$1 cover**

Weekly Leather Giveaway  
20-Minute Keggers  
10pm and Midnight

**★ ★ ★ FRIDAY,**  
6th Annual Sum





**AND VIDEOTECH**  
1051 University Ave. 295-2195

## **Lambda Pride for 11 Our Gay Community.**

**SUNDAY**  
at 8pm  
t Beer  
om

**SUNDAY**  
25¢ Draft Beer  
8-9pm  
\$1.00 Well Drinks  
9-10pm  
with your Pride Guide

### **Pool Tournament**

Every Tuesday & Thursday  
8:30 pm  
1st Prize \$50<sup>00</sup>

**JUNE 28 ★★ ★**  
Summer Sweat Night



The Great American Yankee Freedom Band led the 1984 parade.



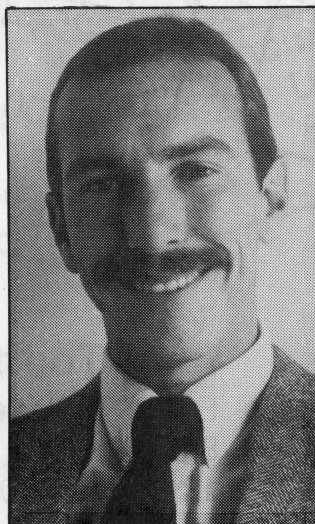
**A. BRAD TRUAX, M.D.**

General Practice of Medicine

- Comprehensive medical service in a supportive environment
- Specializing in gay and lesbian health issues
- Expertise in sexually transmitted diseases (V.D.)
- Experienced with AIDS and AIDS-related issues
- Strict confidentiality assured

**Evening Appointments  
Available**

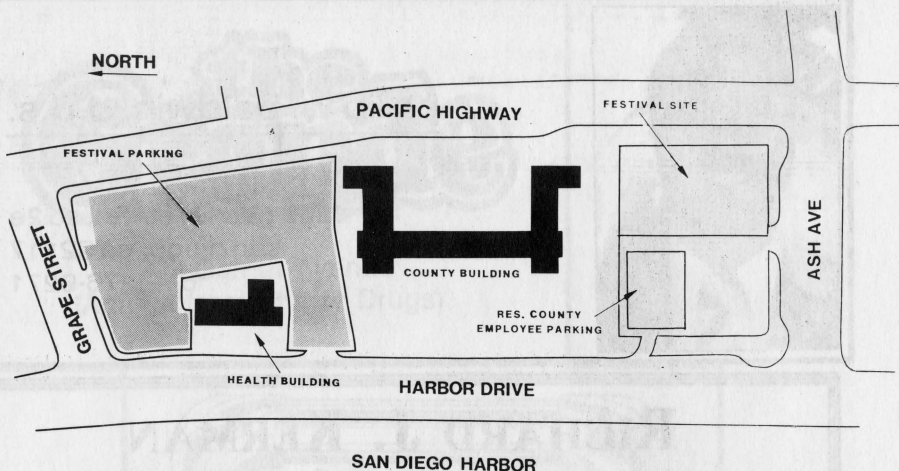
In Hillcrest at Third and Upas  
3330 Third Avenue, Suite 400



Member GSDBA

Member: American Association  
of Physicians for Human Rights

**291-9770**



**This year's Festival will be held at a new site, at the Embarcadero in the County Administration parking lot.**

— Compliments of —

**Charles J. Feldman, O.D.**

Doctor of Optometry

3330 Third Ave.

Suite 400

San Diego, CA 92103

Telephone: (619) 299-4121

*"Serving our community with thorough professional vision care"*



philip w. baldwin, d.d.s.

4295 gesner street, su 2e  
san diego, ca 92117  
619/276-9271

## **RICHARD J. KERMAN**

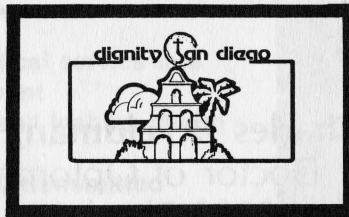
**ATTORNEY AT LAW**

*A GENERAL PRACTICE OF LAW IN MISSION HILLS*

**CALL (619) 296-7772**

*930 West Washington St., Suite 11, San Diego, CA 92103*

## **Be a Part of the Spirit!**



### **Come and Grow with us in Unity and Friendship**

**Gay and Lesbian  
Catholics and  
their friends.**

**P.O.Box 33367 San Diego, CA 92103**

**(619) 231-6609**



# the Grande

1200 Garnet Avenue  
(Across from Thrifty Drugs)



—Corner of 5th and Robinson—  
Watch the parade on our Giant  
Video Screen...While it's happening!



Entertainers Sam and Tim  
Tuesday, Thursday-Saturday  
9 pm to 2 am.

**MATADOR**  
**4633 Mission Blvd.**  
**Pacific Beach**

Long famous  
for forced  
intimacy...

# Big Kitchen

COMING  
SOON!

The  
Roller  
Toaster

...Soon to be famous for  
our new Dining Room.  
Available now for:  
Meetings & Greetings  
Parties & Banquets  
and Spacious Intimacy!

**Open 7am-3pm**  
**3003 Grape St. 234-5789**

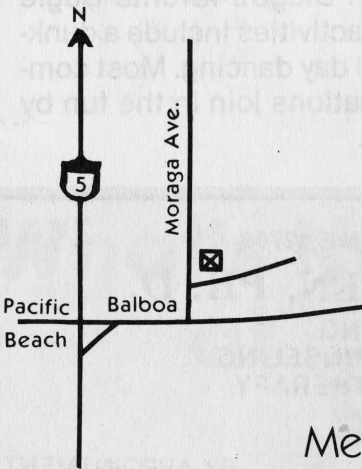
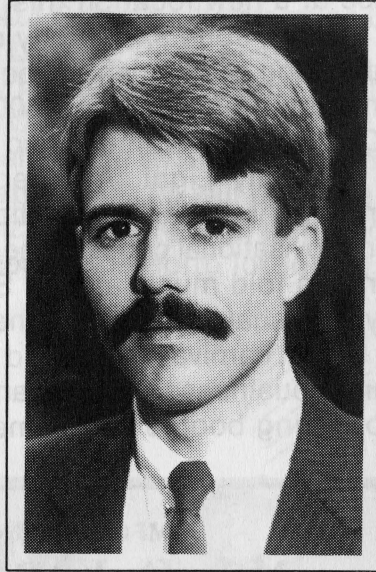


## DEAN A. CHIASSON, M.D.

General Practice

Experienced in

- Gay Male Screening
- Office Gynecology
- Minor surgery



De Anza View  
Medical Dental Center  
3737 Moraga Avenue  
Suite 412  
San Diego, CA 92117

Appointments may be made  
by phoning  
**483-6660**



## LAMBDA PRIDE FESTIVAL



The annual San Diego Lambda Pride Festival will take place at a new location this year. From noon to 8 p.m. on Sunday, June 9, a variety of entertainment, arts and crafts, food and games will be offered beside the County Administration Building, 1600 Pacific Coast Highway.

*Contra*, an all-women band from Venice Beach will be led by Holly Light. Another band, *Opal*, directed by Christopher Anders, will follow.

Improvisational comedienne Amy "Aimless" Boyd, Kathy Curtis, a folk musician and San Diego's favorite Bugle Boys will share the stage. Other activities include a dunking booth, carnival games and all day dancing. Most community businesses and organizations join in the fun by sponsoring booths and games.

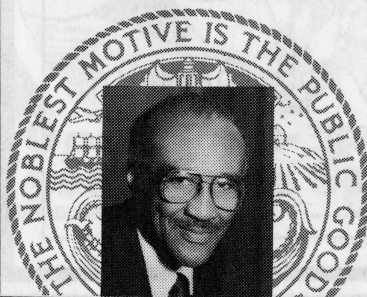
MFCC. Lic. No. ME 12709

**MEL D. KARMEN, PH. D.**

PROVIDING  
INDIVIDUAL COUNSELING  
AND PSYCHOTHERAPY

454 OLIVE STREET  
AT FIFTH AVENUE  
SAN DIEGO, CA 92103

BY APPOINTMENT  
(619) 296-9442



**SUPERVISOR  
LEON WILLIAMS**

"TOGETHER WE CAN DO MORE"



Beverages including beer and wine will be sold as well as non-alcoholic drinks. Among the many choices of food are hot dogs, hamburgers, pizza, shish-kebabs, Big Olaf ice cream and Chipwich sandwiches.

Final competition of the D.J. Spinoff will determine the official disc jockey of the Lambda Pride Festival.

Arts and crafts on display for sale include work created by local artists as well as County AIDS patients.

Child care and first-aid areas are available. Entrance is \$3.00 at the gate. A donation of \$1.00 will be made to both San Diego AIDS organizations from each admission.

Ample parking is provided in the north lot for \$1.

## What's New at



Open Wed. thru Sun., 9:00 pm to 2:00 am  
18 Years & Up Welcome

2533 El Cajon Blvd., San Diego 295-7636

Gay Nights are Thursdays and Saturdays

# THE BOOKKEEPER

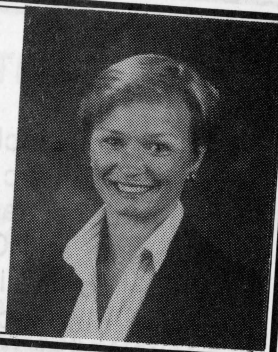
Specializing in:

- Medical
- Retail
- Personal

TERRI MAGILL, B.B.A. 437-8793

Member GSDBA

Pick-up and delivery



## PARKCREST FLORIST

1439 University Avenue  
297-0051

IF YOU HAVEN'T SEEN US LATELY,  
YOU HAVEN'T SEEN US!

WE DELIVER



## ANIMAL HOUSE

pet shop

*Specializing in Reptiles  
and Exotic Birds*

- Dog & Cat Grooming
- Tropical Fish
- Supplies & Accessories
- Small Animal Cages
- Pet Foods, etc.

SERVING THE GAY COMMUNITY  
3964 30th Street

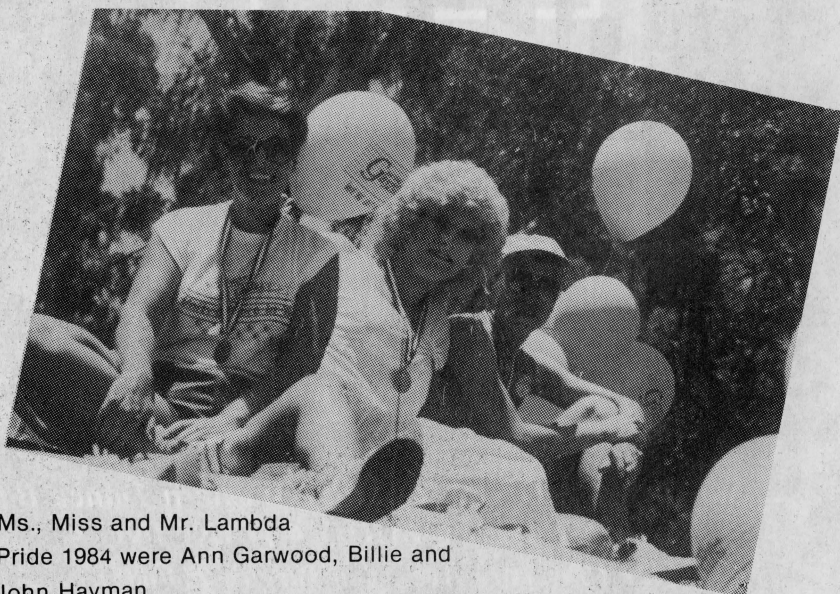


295-8834





Mike, Bambi and Deanna will represent the community for this year's events as Mr., Miss and Ms. Lambda Pride 1985.



Ms., Miss and Mr. Lambda Pride 1984 were Ann Garwood, Billie and John Hayman.

## WOMEN'S S.A.G.A.

Skiing and Great Adventure

**MEETINGS 2ND TUESDAY  
OF EACH MONTH**

MR. DILLON'S, 7 P.M.

*Hot Air Ballooning • Camping  
Skiing • White Water Rafting*

**Serving  
the  
Community  
with Pride**



3175 India St., 296-6789

## WOMANCARE



**A Feminist  
Women's  
Health  
Center**

3686 Fourth Ave., San Diego, CA 92103  
(619) 298-9352 Open six days a week

*Wishing the gay community  
a happy & healthy Lambda  
Pride Festival  
Dr. Dale Hesse, D.C.*

# BEE JAYS

OF SAN DIEGO



*... San Diego's ONLY Country Western Dance Bar*  
**• COCKTAILS • FOOD • DANCING •**  
*1421 University Ave., San Diego 234-6851*



# **WHEN ONLY THE BEST WILL DO**



Exercise equipment for health, fitness and bodybuilding.

Private Rooms

Lockers

Sun Rooms

Ample Parking

Large Indoor Heated

Bubbling Jacuzzi

Sauna & Steam Rooms

Eucalyptus Room

Showers

Safety Deposit Boxes

Swimming Pool

Your Total Health and Entertainment Center

**AIR CONDITIONED AND HEATED**

**2200 UNIVERSITY AVENUE—297-1661**

**WE NEVER CLOSE**

WE  
MET  
AT

The  
Saliph



San Diego's Finest  
**PIANO BAR & LOUNGE**

3100 5th Avenue (619) 298-9495



## The Therapeutic Art of Touch

by  
Christopher Messing, M.T.

### IT MAY:

- Improve your circulation.
- Increase elimination of toxins from your body.
- Increase metabolism.
- Relax your muscles.
- Reduce your stress level.
- Improve mental clarity.

270-7133

# Appreciating Pride

By Bridget Wilson

Like so many before me, I am an immigrant to California. I arrived here in early 1973 with a vision in mind. I don't know how many others came to the West Coast with a naive idea of freedom, but I suppose more than a few. I moved here to be gay. Not that I wasn't already a lesbian, but I was certain that just about anywhere in the Golden State would be better than Omaha, Nebraska. Chuckle if you will, but that vision has come to fruition far better than I could have imagined.

Never have so many worked so hard to be so ordinary. When I was in the university, sneaking into psychology textbooks in the stacks, trying to find a word about what I was, I read a quote in a "sociology of deviance" text that has always stuck with me. A young fellow told the author, "The only time I ever truly forget I am gay is when I am with other gay people." I have often thought of that young man, and his resentment of the enforced selfconsciousness of our lives.

Lambda Pride Week is that time of year when that selfconsciousness becomes a shared consciousness. For a few hours, on the street, in the light of day, no pronouns are changed, no touches are held back, no feelings need be hidden. It is a gift without price that I have come to cherish. There are those, both gay and non-gay, who will persist in viewing the Parade and all that goes with it as a blatant and voyeuristic display of things that are better kept private. I do not criti-

cize them as much as I feel sad that they have not shared the joy of Gay and Lesbian Pride with their friends. Sadder yet, is that so many of my friends *cannot* "Share the Pride."

My friends in the military are only one example of the good gay people whose good gay lives are hidden.

Who said, "The more things change, the more they remain the same"? That seems true also as I look at the new face of gay San Diego. The younger people seem destined to repeat the mistakes I made. The battle lines, real and imagined, are drawn in the same places. A woman from a time past spoke with me recently. "Remember when we stood in the bar and looked at those old dykes at the end of the bar and swore that we would never be like them? Well, she said, *we are* those old dykes at the end of the bar." I ran my fingers through my just beginning to gray tresses and blushed with chagrin, *me*, the baby of the group?

I am tempted to make the case for a complacent generation of young gay men and women who do-not-appreciate-the-past. But that is not a true view of what has been wrought. New blood has infused this community with a sense of energy and well-being that I never dreamed possible. The vigor of this gay and lesbian community in the last five years is proof positive that the future is ours. Although AIDS has sobered the utopians of the 70's, the activists of the eighties have produced a *realpolitik* whose accomplishments will continue to produce results.

Gay Pride in the eighties (and 90's) will not be hubris, a false or exaggerated pride. It is a feeling based upon a phenomenal amount of progress. What we are rejoicing in is so simple. It seems a bit silly perhaps to be so delighted to have a bowling league or a bridge league. It certainly is what makes many non-gays ask,

**CONT. on Page 48.**

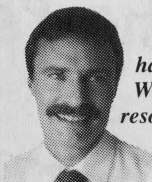
Member GSDBA

# GREULICH & RAHN

INSURANCE AGENCY, INC.



Pam Rahn



Ed Greulich

*Members of our community have unique insurance needs. We have the expertise and the resources of over 30 companies to meet your needs.*

AUTO • HOME • HEALTH  
LIFE • COMMERCIAL • IRA's  
DENTAL • DISABILITY

**(619) 298-9191**

1450 University Ave., Suite 203, San Diego, CA 92103

## HILLCREST VIDEO

### VHS MOVIE RENTALS

Serving the Hillcrest Mission Hills area

Featuring a wide selection of titles including:

- the top forty new releases
- classics
- and x-rated films

also equipment rentals

4017 Brant Street  
(at Washington by Food Basket)  
San Diego, CA 92103

**260-8186**

Put Some Sizzle  
Into Your Weekend

Come Party with Us  
After The Parade & Rally



Dancing Nightly  
\$2 Cover Fri. & Sat.  
OPEN DAILY  
3pm—2am

3780 Park Blvd.  
(619) 295-4163







The Hancock Street site was used one last time for the festival in 1984. This year, we will see you at the Embarcadero!

**THE LOADING ZONE**  
 WHERE MEN MAKE THE DIFFERENCE  
 1702 India St. (at Date)  
 230-1361

**B-U-L-L-E**

**A MAN'S LEVI-LEATHER DANCE BAR**

**2501 KETTNER AT LAUREL  
 239-4377**

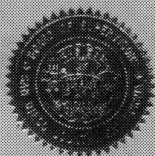
# COUNTY OF SAN DIEGO

FOURTH  
SUPERVISORIAL  
DISTRICT

Special Commendation  
Presented to

San Diego  
Lambda Pride, Inc.

*In recognition of its sponsorship  
of San Diego's 11th Annual Gay Pride  
Parade and Festival, June 7-9, 1985.*



SUPERVISOR, LEON WILLIAMS

DATE May 9, 1985



County Board of Supervisors Chairman Leon Williams issued a special commendation to Lambda Pride, Inc., for its organization of this year's Lambda Pride weekend.

# **MCC-SAN DIEGO**

## ***Celebrates***

### ***15 Years of Gay Pride***



*15th Anniversary Worship Celebration*

**Sunday, June 23rd**  
**10 A.M.**

**SPECIAL PROGRAM OF MUSIC & CELEBRITIES**

Reverend David Farrell brings the Anniversary Message  
**Reception following the service!**

**Metropolitan Community Church  
of San Diego**

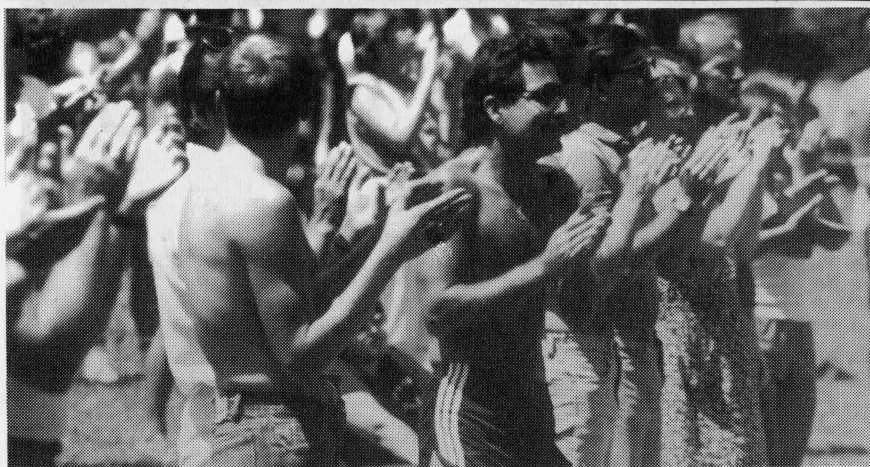
Corner of 30th and El Cajon Blvd

Office ph. 280-4333      Evenings: 297-0875

Rev. David Farrell, Pastor

Rev. Sheila Rawls, Assistant Pastor

Chartered in M.C.C., June, 1970



San Diego weather was, as usual, more than cooperative for last year's spectators and participants.

**CONT. from Page 43.**

"What's the big deal, why are you making such a fuss?" How nice to have so many places where it is o.k. to be

gay. How pleasant to be able to relax for even a few hours a week.

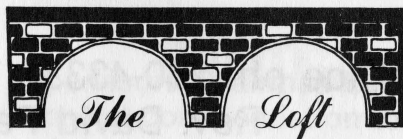
The parade and festival are places where, on a grander scale, we can remember to forget. We can also remember all the times we do not touch,

## **BABE'S CLUB 540**

(Behind the Military YMCA)  
540 west "C" Street  
239-2523

**Congratulations to  
OUR Lambda Pride!**  
We're getting stronger every  
year. I'm proud to be a part of it.

*Love  
Babe &  
Staff*



**3610 Fifth Avenue  
296-6407**

**"San Diego's Friendliest Bar"**





Bridget Wilson addresses an enthusiastic crowd at last June's rally.

Pride Weekend gets better each year.

all the times we lie and hide and all the times that fear keeps us from being the best person we can be, our good gay selves.

I wish you all the happiest of Gay

& Lesbian Pride Weeks. Celebrate your good gay spirit. These two days a year are ours, I hope you enjoy them as much as I do.

**GAY PRIDE SPECIAL: 10% OFF ALL WEEKEND**

**THANKS TO THE GAY AND LESBIAN COMMUNITY OF SAN DIEGO FOR YOUR SUPPORT- CONTINUE TO GIVE YOUR SUPPORT TO OUR BROTHERS WITH AIDS**



**CUSTOM LEATHER  
ALTERATION  
REPAIR**

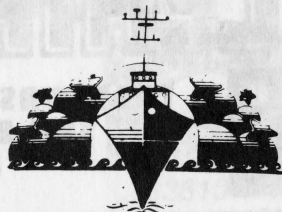
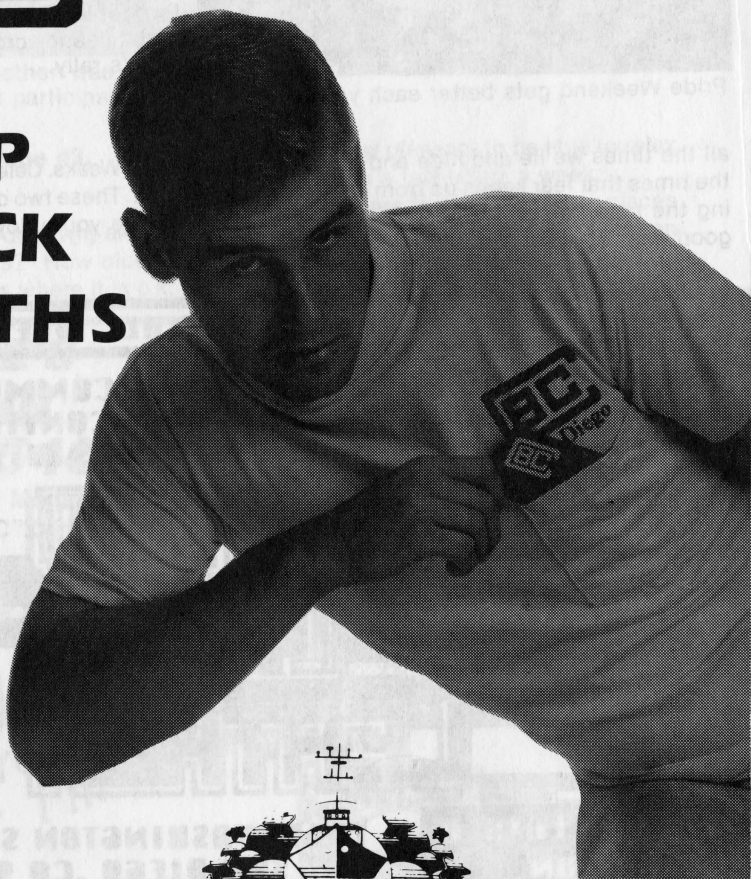
**1515 WASHINGTON STREET  
SAN DIEGO, CA 92103  
(619) 692-9499**

**OPEN TUES-SAT 11AM TIL 6 PM AND EVENINGS AT  
B.U.L.C. (2501 KETTNER) AND THE LOADING ZONE**

# HAVE A MILITARY AFFAIR



**TOP  
DECK  
BATHS**



**867 Fourth Ave. San Diego 234-7234**

PRIDE KEGGER!!!  
PRIDE KEGGER!!!  
PRIDE KEGGER!!!  
PRIDE KEGGER!!!  
PRIDE KEGGER!!!  
PRIDE KEGGER!!!  
PRIDE KEGGER!!!  
PRIDE KEGGER!!!

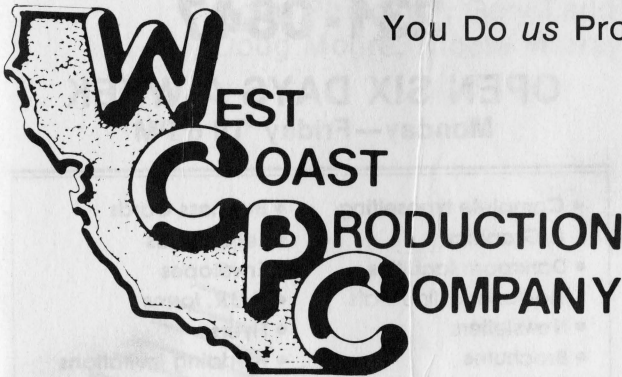
immediately following  
Parade/Rally

*\$1 cover to benefit  
'86 Festival and Parade*

**CONTINUOUS DANCING**

**ALL DAY!!**

"Congratulations to Lambda Pride"  
You Do *us* Proud!!



1845 Hancock St., San Diego, CA • (619) 295-3724

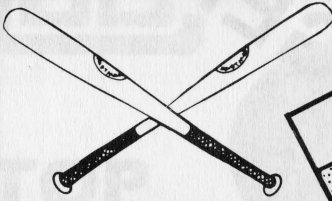


# Options

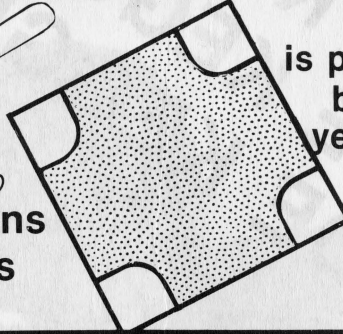
\*THE DATING SERVICE  
FOR GAY MEN & WOMEN

P.O. Box 4421  
San Diego, California 92104

Call (619) 296-3815



**Congratulations  
for 11 Years  
of Pride**



**S.D.G.S.L.  
is proud to be at  
bat for a 4th  
year in the San  
Diego Gay  
Community.**



**1441 C Street, San Diego**

**231-0847**

**OPEN SIX DAYS A WEEK**

**Monday—Friday 'Til 6 PM**

- |                                      |                       |
|--------------------------------------|-----------------------|
| • Complete typesetting<br>& Graphics | • Business Cards      |
| • Darkroom facilities                | • Letterheads         |
| Halftones & line stats               | • Envelopes           |
| • Newsletters                        | • N.C.R. forms        |
| • Brochures                          | • Flyers              |
| • Books                              | • Wedding invitations |
|                                      | • Xerox copies        |

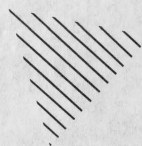
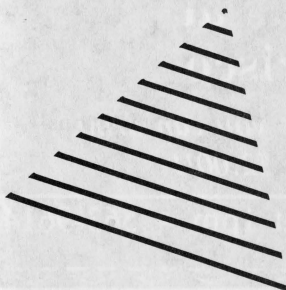
**FREE PARKING**



## **San Diego Lambda Pride, Inc. Board of Directors, 1985**



**Rob Merrell, Greg Gore, Sue Byrd  
John Phingster, Gary Ladd  
Doug Moore, Nicole Murray**



## HYPNOSIS WORKS

Stress • Smoking  
Weight • Confidence

As seen on TV  
Consumer Affairs

## HILLCREST HYPNOSIS CENTER

**Richard R. Stephenson, Ph.D.**  
Licensed Psychologist • Confidential

**298-9895**

3745 Fourth Avenue  
San Diego, CA 92103

Evening and Weekend  
Hours Available

*John Sanfilippo  
and the staff of*



*Salute San Diego  
Lambda Pride, Inc.  
as we "Share the Pride  
in '85"*

*1807 Fifth Avenue (at Elm)  
232-1886*

## Club San Francisco

One of San Diego's Finest Beer & Wine Taverns

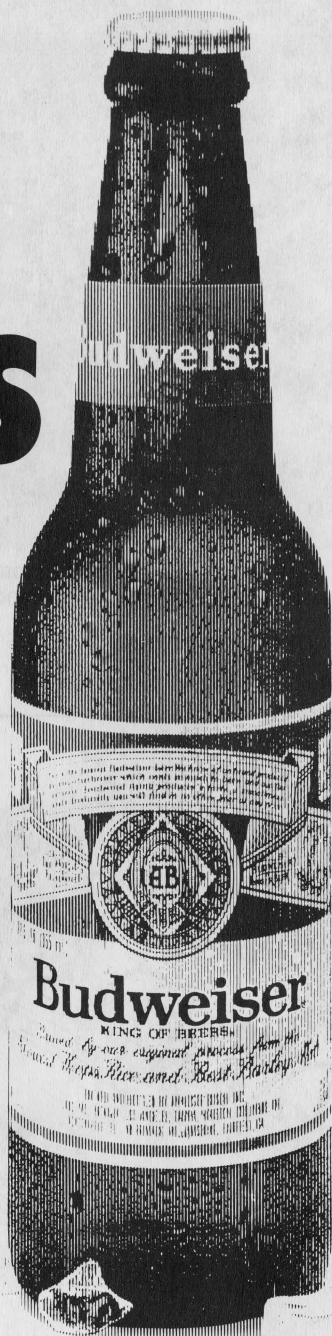
Every FRIDAY and SATURDAY  
\$2.00 BEER BUST 8-10pm

.. Celebrate Lambda Pride  
with your friends at  
Club San Francisco

*"It's a Party!" All the Bud Draft you can drink  
from 8 'til 10 pm for only \$2.00!!*

3412 University Ave. • We open at 1pm • 563-9614

# THIS BUD'S FOR YOU.™





Last year's "fundy attack" brought a massive response from our gay and lesbian community. Pictured above are thousands who attended the rally following the Lambda Pride Parade.

*"Best Wishes"*  
to the Gay Community from

**PAPER ROSE**

- Flowers for all occasions
- "Tasteful" Cards
- Unique Gifts & giftwrap
- Open Late for your convenience

*"...you're always welcome at Paper Rose."*

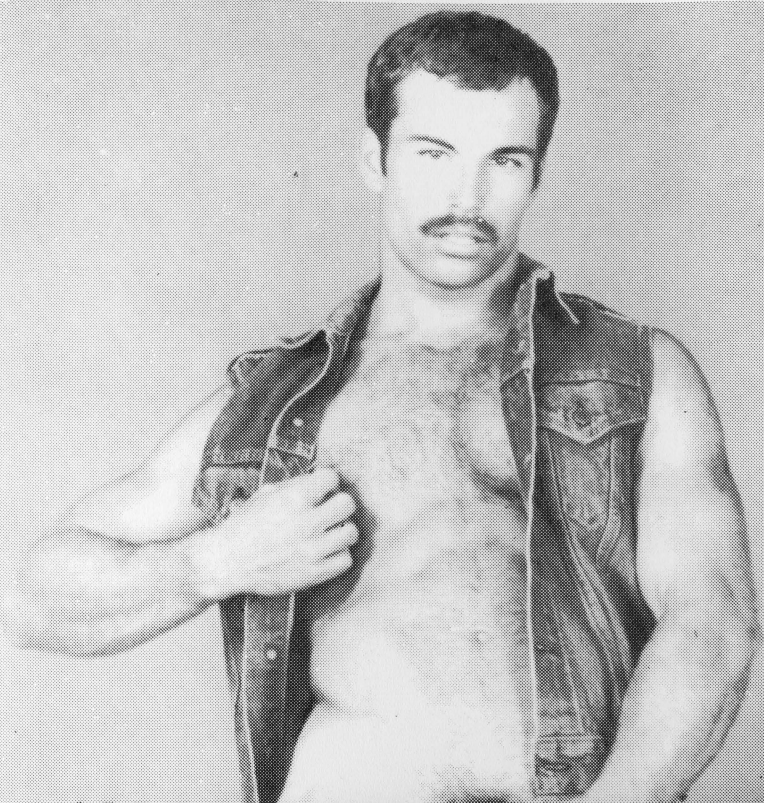
**Hours**

10-10 Mon.-Sat.  
10-6 Sun.

**260-0707**

We Deliver  
Worldwide





FOR THE MEN  
IN YOUR LIFE...

Visit

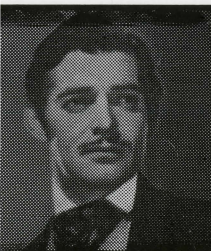
**GENTLEMEN'S HQ**  
A PRIVATE CLUB

629 First Avenue, San Diego  
(619) 232-9730

Open 24 Hours

**CELEBRATE GAY PRIDE WEEKEND**

**FRIDAY, JUNE 7**\_\_\_\_\_



Gable



Harlow



Garbo

## **BLACK/WHITE PARTY**

All dressed in '30s attire receive a special gift!

**SATURDAY, JUNE 8**\_\_\_\_\_

**Share The  
Pride of '85  
On Video**

**85¢ WELL  
DRINKS  
NOON-6PM**



**SUNDAY, JUNE 9**\_\_\_\_\_

50¢  
Draft  
All Day



Same Day  
Festival Coverage

**Hillcrest's First Video Fundrinkery**

1271 University Avenue • 295-5696