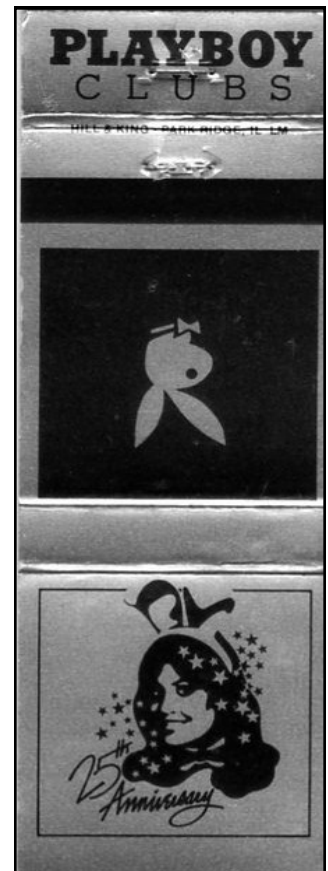
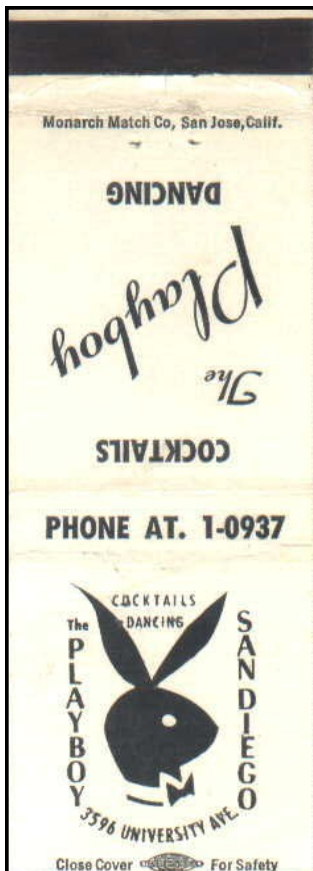


# Playboy

*Playboy* is an American men's lifestyle and entertainment magazine. It was founded in Chicago in 1953 by Hugh Hefner and his associates, and funded in part by a \$1,000 loan from Hefner's mother. Notable for its centerfolds of nude and semi-nude models (Playmates), *Playboy* played an important role in the sexual revolution and remains one of the world's best-known brands, having grown into Playboy Enterprises, Inc., with a presence in nearly every medium. In addition to the flagship magazine in the United States, special nation-specific versions of Playboy are published worldwide.

The magazine has a long history of publishing short stories by notable novelists such as Arthur C. Clarke, Ian Fleming, Vladimir Nabokov, Saul Bellow, Chuck Palahniuk, P. G. Wodehouse, Haruki Murakami, and Margaret Atwood. With a regular display of full-page color cartoons, it became a showcase for notable cartoonists, including Harvey Kurtzman, Jack Cole, Eldon Dedini, Jules Feiffer, Shel Silverstein, Erich Sokol, Roy Raymonde, Gahan Wilson, and Rowland B. Wilson. *Playboy* features monthly interviews of notable public figures, such as artists, architects, economists, composers, conductors, film directors, journalists, novelists, playwrights, religious figures, politicians, athletes and race car drivers. The magazine generally reflects a liberal editorial stance, although it often interviews conservative celebrities.

In October 2015, *Playboy* announced that starting with their March 2016 issue, the magazine would no longer feature full frontal nudity. Playboy CEO Scott Flanders acknowledged the magazine's inability to compete with freely available Internet pornography and nudity; according to him, "You're now one click away from every sex act imaginable for free. And so it's just passé at this juncture". Hefner agreed with the decision. The redesigned *Playboy*, however, still features a Playmate of the Month and pictures of women, but they will be rated as not appropriate for children under 13. The



move will not affect PlayboyPlus.com (which features nudity at a paid subscription), but it is currently unknown what will happen to the "special" issues. Josh Horwitz of Quartz argues that the motivation for the decision is to give Playboy Licensing a less deviant image in India and China, where the brand is a popular item on apparel and thus generates significant revenue.

Other changes to the magazine included ending the popular jokes section and the various cartoons that appeared throughout the magazine. Hefner, himself a former cartoonist, reportedly resisted dropping the cartoons more than the nudity, but ultimately obliged. *Playboy* plans to market itself as a competitor to *Vanity Fair* as opposed to more traditional competitors *GQ* and *Maxim*. [<https://en.wikipedia.org/wiki/Playboy>]

The Playboy Club initially was a chain of nightclubs and resorts owned and operated by Playboy Enterprises. The first club opened in downtown Chicago, in 1960. Each club generally featured a Living Room, a Playmate Bar, a Dining Room, and a Club Room. Members and their guests were served food and drinks by Playboy Bunnies, some of whom were featured in *Playboy* magazine. The clubs offered name entertainers and comedians in the Club Rooms, and local musicians and the occasional close-up magician in the Living Rooms. Starting with the London and Jamaica club locations, the Playboy Club became international in scope. In 1991, the club chain became defunct. On October 6, 2006 a new club was opened in Las Vegas, and in 2010 new clubs were opened as well in Macao and Cancun. In time, the Las Vegas club closed on June 4, 2012, the Macao club closed in 2013, and the Cancun club closed in 2014. In May 2014, the Commerce Casino in Los Angeles opened a Playboy themed lounge consisting of gaming tables and Playboy Bunny cocktail waitresses.

This is a nice small category. There are several sets from the clubs, along with a number of singles. Most are 20-strikes, but there are some 30s, 40s, and a few boxes that I have seen. **Wayne Eadie, NY, had 355 different covers in his collection as of January 2016.**

