

CULTURE, *et cetera*

Bachelor philosophy

"Playboy was more than just another men's magazine, and it devoted itself to more than just describing and promoting the leisure pursuits of the single man.

... "Unlike the role models of other men's publications, the Playboy bachelor did not have to display his manhood by conquering the wilderness or by scoring the winning touchdown. . . . Rather, as publisher — and unmistakable bachelor — Hugh Hefner declared in the magazine's first issue in the fall of 1953, Playboy men liked to spend most of their time indoors, in their own apartment, 'mixing up cocktails and an hors d'oeuvre or two, putting a little mood music on the phonograph, and inviting a female acquaintance for a quiet discussion on Picasso, Nietzsche, jazz, sex.' . . . The presentations of bare-breasted, artfully photographed female 'playmates' who, to be sure, were the magazine's main attraction, nevertheless supposedly were merely a component of a 'philosophy' in which se-



Hugh Hefner

ductive and available young women constituted the reward for sophisticated consumerism. In his monthly feature, 'What Sort of Man Reads Playboy?', Hefner repeatedly emphasized that the Playboy man was a modern man: a world traveler, wine connois-

seur, suave dresser, one who lives the good life, and seeker of culture and cool. . . . And whatever the commodities, whether they be stereos, wine, or women, Playboy men liked them in the same way: sleek, full-bodied, and pleasurable."

— Howard P. Chudacoff, from his new book "The Age of the Bachelor: Creating an American Subculture"