

The 1973 DVD Hugh Hefner reveals the naked truth about a magazine and an empire

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Hugh Hefner in Chicago his office/bedroom in 1967

Art Shay

All those boobs!

All those great interviews!

All those great fiction oiecxes!

How did [Hugh Hefner](#) begin Playboy?

Award-winning director Tony Palmer's 1973 documentary, ***Hugh Hefner***, shone a light on the multi-millionaire and his Playboy empire. It gave Hefner the opportunity to tell his story and, of course, it offended the usual suspects. The film charts Hefner's rise from a small-time publisher to Playboy becoming one of the world's best-known brands.

As Hefner says: "We had no money at all, and I mean literally no money. I doubt that any

major magazine in our time has ever been started with as little initial investment. My own investment in *Playboy* was \$600, all of it borrowed. The entire enterprise is now valued, in 1973, at something around \$200 million."

More Hefner babble: "The real essence of Playboy was trying to put not just sex, but the whole notion of play and pleasure, back into the American concept of living. And that proved to be a little more revolutionary than I realized when I started."

Save the date: The film will be available on DVD on October 21 by MVD Entertainment Group.



Alan W. Petrucelli

Pittsburgh Stage and Screen Examiner