

# ChicagoHistoryMuseum

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## **Unexpected Chicago: Hugh Hefner's Black Book** **Chicago says farewell to Playboy**

(CHICAGO) - On April 21, 2012, publishing icon, Hugh Hefner officially bid farewell to Chicago as Playboy Enterprises is set to move to Los Angeles. As the City says farewell to Playboy, the Chicago History Museum will display Hugh Hefner's *Little Black Book* in the ongoing *Unexpected Chicago* exhibition. This Playboy artifact will be displayed starting Friday, May 4, 2012 through the end of June and will likely never be placed on display again.

This little black book, obtained from Christie's in 2003, speaks volumes. It, and the intriguing "While You Were Away" message found tucked inside, belonged to the Chicago native who founded *Playboy* in 1953. Within the credit card sized book Hefner left notes to himself identifying women he met and the impressions they left on him. Everything from typical contact information to obscure observations to secret phone numbers and code words, for rendezvous, were recorded within its pages.

Today, an address book like this is becoming a thing of the past as people record information electronically, but in its day it symbolized a man about town with the world at his fingertips.

This piece of *Playboy* history is one of the many treasures in the Chicago History Museum's collection of over 22 million artifacts featured as a part of the *Unexpected Chicago* exhibition. This world-class collection holds the second largest costume collection in the world including clothing and accessories, and has thousands of linear feet of archives and manuscripts that make up the equivalent of 49 football fields or 12 Willis Towers.

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Even the smallest donation helps share Chicago's unique history with the world, and enables the Museum to offer the city's history to the public in surprising and fascinating ways. For more information on how to see this unexpected treasure and donate to save this and other historic gems visit [chicagohistory.org/unexpectedchicago](http://chicagohistory.org/unexpectedchicago).

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The Chicago History Museum, a major museum and research center for Chicago and American history, is located at 1601 N. Clark Street. The Museum can be reached by CTA buses 11, 22, 36, 72, 73, 151, and 156. Parking is conveniently located one block north of the Museum at Clark and LaSalle Streets (enter on Stockton Drive). Admission to the Museum is \$14 adults with audio tour, \$12 seniors/students with audio tour, free for children 12 years and younger. Please call 312.642.4600 or visit us at [www.chicagohistory.org](http://www.chicagohistory.org). The Chicago History Museum is affiliated with the Chicago Historical Society and acknowledges the Chicago Park District's generous support of all the Museum's activities.