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$15 Million Haven for Pleasure Seekers

Lake Geneva Playboy Club 'Super'

By BILL FISCHBACH
Beloit Daily News

LAKE GENEVA (AP) — It's been called an adult Disneyland, Everyman's Eden and just plain Super Resort, but whatever the tag, Playboy's Club-Hotel at Lake Geneva is top recreation facility in Wisconsin.

The new $15 million haven for pleasure seekers bills itself as the "total" resort. Friday, the nine-month old spa opened its winter facilities after a summer which exceeded its wildest dreams.

The 300-room hotel has already proven to be inadequate and the many bars and restaurants have been filled to overflowing since opening. The 50-member Bunny staff is being rotated to other clubs for a "rest".

Playboy is proud of the new image in resort hotels that the Lake Geneva plant represented. Ground has recently been broken for a similar 1,000 room hotel in New Jersey and a California club is on the drawing boards. Another 300-room complex with a huge convention hall will be added to the Lake Geneva resort within two years.

Miserable Image

"Resort hotels in this country have a miserable image," says Arnold Morton, operations vice president for the Playboy Clubs. "You read the ads, you go there expecting to find Shangri-La, and what do you find?—A little rinky-dink golf course, some sway-back old mares, a tiny swimming pool, and a volleyball net. Talk about the credibility gap!"

The one thing Playboy has done away with is the social director coralling the patrons into some type of organized recreation. Almost every conceivable sport is made available to be used at the guest's leisure.

Playboy will offer some of the most modern ski facilities in the Midwest, with a 20-acre ski area including four runs, two chair lifts, a ski school and an 18,000-square-foot lodge complete with restaurant, bar, discotheque and shops, both rental and retail.

Variety of Slopes

The Club-Hotel's four runs have a north, southeast and two northeast exposures and a variety of slopes and conditions to suit beginners and experts. Four additional runs are planned and two more lifts will be added as well as chalet-type units for housing.

By next year, skiers will travel from the main lodge to the ski area via the Rabbit-Rail, a monorail which is a mile and a quarter long.

Besides skiing, other winter features will be tobogganing, sleigh rides, ice sakting, skibobbing and the use of snowmobiles.

The ski-lodge restaurant is named "A Loaf of Bread," the bar "A Jug of Wine" and the discotheque "And Thou Beside Me."

An equipment rental room will make available skis, boots and ski poles.

The ski school will be directed by Art Furrer, a native of Switzerland, a former member of the Swiss National Ski team and a well-known acrobatic skier. He will have a staff of Swiss instructors who will be assisted by a professional ski patrol and specially trained "Snow Bunnies."

Lake is Stocked

A 25-acre private lake in front of the main lodge is stocked with large-mouth bass and bluegills for year-around fishing and an adjacent stream is stocked with trout. The lake will also be used for sailboats and ice skating in season. The Club owns a private hunting preserve which guests may use.

The stables have over 50 horses available year-around with more than 21 miles of trails winding across the Club's 1,000 acres.

A beautiful skeet and trap shooting range is open daily and has been one of the most popular attractions. There is also an archery range.

Two championship tennis courts are supplemented with several other all-weather courts.

Both an indoor and outdoor pool are watched over by bikini-clad Bunny lifeguards.

The Club also offers bicycles, a scrambler track, motor scooters, a complete game room and a Health Club with sauna and gym.

PAR 72 Course

Pride and joy of the Club is the 18-hole golf course designed by famed golf architect Robert Bruce Harris. The par 72 course measures 7,258 yards and is so tough the course record is still only 74 after a season of play by many professionals and top amateurs. As comedian Shecky Greene told guests during his recent stay in the Penthouse Room "that course is so tough, I've been here three days and just finished the 11th hole."

Nine of the holes involve water and the four par fives average 560 yards—two facts hardly enchanting to the duffer.

A second course is being readied for next summer—another championship course designed by Jack Nicklaus and Peter Dye. This course will be the first Scottish layout in the United States, Scottish courses do not have a continuous fairway—rough and manicured areas alternate to the green.

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