

Leisure

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of the company's activities. Employee associations called 3M Clubs are organized in 70 locations throughout the world, he said, and there are 13 full-time and 60 part-time recreation employees in the Twin Cities area.

Tartan Park, the firm's recreation office in Lake Elmo, contains 483 acres of golf course, tennis courts, picnic and ski facilities. A trap and skeet shoot range has been built in Cottage Grove, and there are additional plans for a gym and pool, eight more tennis courts and a picnic pavilion.

"We aren't spending money on recreation just to be the real good guys," he told a group of land developers last week. Together with pay, advancement opportunities and working conditions, recreation programs can help retain managerial personnel, he said.

The cost of a golfing membership at 3M's club is \$88 a year, compared with \$50 at Honeywell. But 3M's Tartan Park is just seven miles from the

company's Maplewood Plant. The Honeywell club is about three times as distant from the downtown areas.

Leslie said there is no preference shown to company executives in the use of the clubhouse or other facilities. He recalled that two vice-presidents are on a waiting list to get large lockers while a company janitor has one already.

But the first-come, first-served system can have loopholes when Leslie needs materials such as the firm's artificial turf for some company facilities. He can dispense preferred tee-off times in exchange, he said.

He told the developers that the company "would prefer to have development of good (public) community facilities" rather than build them itself. But often a town may not have the resource to build a park or golf course and the company finds it better to get into the recreation business itself.

On one occasion in South Carolina, Leslie said, the

firm built its own integrated recreation facility at a time when the state wasn't integrated.

He said many companies could use rooftops and other "golden waste space" to provide recreation facilities.

Brauer agreed.

"Some large industries are just sitting on pieces of land" that could be useful for "image-building," he said. "They've probably

got a computer print out on (the economics) of every piece of land, but they've never looked at the social economics."

Fire battle continues

Fire fighters, using airplanes and bulldozers, struggled Sunday to keep under control a fire that has burned nearly 20 square miles of swampland and forest at Bonita Springs, Fla.

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