



Smart stunt at Echo Lake is the display window in the men's lounge for showing pro-shop merchandise.

Echo Lake Prospers

By C. L. McSHANE

WHILE some clubs in metropolitan districts have been suffering from rising taxes, other increases in overhead, difficulty in replacing the departing old guard, and other troubles to which clubs are heir, Echo Lake CC at Westfield, N. J., has been proceeding quietly and firmly ahead.

Possibly the key to the club's present stability and flourishing condition was forged about six years ago. Then Echo Lake took action against losing youngsters who'd arrived at 21 and could no longer play on their fathers' memberships. Echo Lake put in a reduced rate for 21-27 year memberships; one that would keep a young man in even while he was paying installments on the engagement and wedding rings.

Now, quite a few youngsters have graduated into the full-price membership and are taking an active part in the official activities of the club. There's where clubs don't often go the whole way.

Same Prexy 13 Years

Echo Lake has another thing in addition to this lively younger element, in its favor. Its clubhouse isn't too large or too small. And, in adding up the Echo Lake assets that account for its substantial condition, count in President Winfield C. Brower, recently elected to his thirteenth consecutive year of service to the club. Club officials who can devote that

length of time to the organization are exceedingly rare. They have learned what is safe operation and what is a risky stab at a miracle-working job of putting a club in good financial shape.

Last year Echo Lake built a swimming pool that has been a source of profit to the club, and is highly popular to the club's 295 playing, and 106 associate, non-resident and honorary members and their youngsters. Overlooking the pool is a terrace that forms the roof of the men's lounge and pro-shop, also built last year. The terrace is a pleasant place for refreshment service and is usually doing lively business.

Lounge-Shop Is New

The men's lounge-pro-shop combination is an ideal one for a club that seeks attractiveness and utility without plunging into red figures. Both rooms are paneled in knotty pine. There's a show window that displays to the occupants of the men's lounge the latest and most popular items in professional Bruce Heatly's shop.

Furniture in the men's lounge is modern, comfortable and bright.

Bruce Heatly, as pro colleagues in the New York metropolitan district know, is an excellent teacher and businessman, who considers that a pro-shop should be a dynamic rather than dormant factor among the items that justify the dues a club gets from its membership. The

PROS:**Get set for a mental shock!**

When your next GOLFDOM reaches you, it will bring you an article on a subject that has been a pro headache for years and years.

This feature, "Curing the Trouble in Teaching Policy," is a blunt diagnosis and promising suggestion of cure. The proposed cure may mean the beginning of a new era in instruction effectiveness,

public recognition of competent pros' tutoring ability, more golf play, better scores, and consequently more prosperity for pros and clubs.

That's taking in a lot of territory.

But there's one thing certain: every studious pro, young and old, will want to read and think about — "Curing the Trouble in Teaching Policy."

**DON'T MISS THIS FEATURE IN
MARCH GOLFDOM**

Echo Lake shop is run as a place where service goes beyond the mere fact of being available if you ask for it.

Heatly keeps his shop operations tuned to developments in other phases of merchandising progress. There are none of the old style glass showcases that are seldom seen anymore outside of the crossroads general stores and pro-shops.

Woolworth, Sears, Ward, and other merchandising establishments that have jumped their sales are putting what they have to sell so the customer can get at it. Bruce Heatly has applied the same principle in his new shop layout.

Balls and other merchandise are on open

display so the customer finds it easy to pick up merchandise. The argument that members in a hurry may get out of the shop without paying for balls, Bruce answers by having sales registers handy, and by having his shop work planned so that the shop is adequately manned during rush periods.

All departments of the Echo Lake operation are closely knit, with pro, green-keeper, manager and close officials all kept informed of what's going on. On that account all the gears mesh in the club's machinery and Echo Lake provides a picture of a smooth-running, efficient golf club.

Notice, in this view of Heatly's shop, the generous wall display-cases, the plain but attractive counters, and the general air of roominess.

