



The Modern Note In Pro Shops

Bruce Wheatly's new shop at Echo Lake CC, Westfield, N. J., is a great change from the shop that was downstairs in the clubhouse. Now it's in the sunshine between the practice putting green and the first tee. Increased sales, better facilities for service, and arrangements that provide for the members' ease and enjoyment, confirm the judgment that called for building the new shop.

Pres. Frank J. Petura of Echo Lake got the idea that the club's other facilities and its character weren't properly reflected by the old pro shop facilities and put across the new shop to the decided satisfaction of Echo Lake's members.

Plenty of room for display and storage is handsomely staged by the wall paneling, the shelving and the flooring.

The beauty and convenience of this spacious shop is apparent from the interior and exterior illustrations. Unlike many shops that may look good in the front but are cramped backstage the

Echo Lake shop has a lot of space for rack storage and a workroom. Pros will note, usually with envy, the wide space between the bag racks. Generally these aisles are so narrow the job of handling bags quickly and carefully is difficult. There is room for 450 sets of clubs in the Echo Lake storage.

It is worth noting that the bottoms of the racks have a rounded beading which protects the bags against scraping. Sharp edges of racks never did leather bags any good and are very tough on nylon bags.

The building is heated by a hot air system operating from an oil furnace.

The porch idea is getting to be almost standard in newer pro shop architecture. Members like to wait and loaf there. With the practice putting greens alongside the Echo Lake porch observant members can clock putting performances as significant data for the first tee arrangement on who's going to give whom how many strokes?

