



## Hogan's Shop At Tamarisk

WHEN the Tamarisk club at Palm Springs, Calif., hired Ben Hogan as professional they got a man who is a keen observer, an idealist and who has expertly inspected many courses and pro shops.

Ben worked closely with Billy Bell, architect of the course, in determining design that would be a fine and varied test of golf in championship play as well as a pleasant course for the average player.

The pro shop Ben wanted was a layout that would have a lot of class and be shrewdly, accurately fitted to membership that would buy rather than have to be sold. With the club having the pro shop concession and paying good salaries to the shop staff, comprised of Hogan, Stanley Kertes as teaching pro, and Pat Martin as resident pro, the policy of accent on atmosphere in the shop could be carried out without the necessity of merchandising volume and profit, which is a

paramount factor in most pro shop operations.

The shop is connected with the clubhouse by a breezeway and the architectural element of a great deal of glass as wall construction of course makes the shop brilliantly lighted. This lighting of course shows the merchandise in the same way it looks when in use in the sunlight, and that always helps selling.

The flooring in the pro shop is the same as in the rest of the clubhouse; wool carpeting with a thick rubber matting underneath. Thus far there are no signs of undue wear from spiked-shoe traffic and those responsible for the installation declare it will wear well over the years.

In the view which shows Kertes by the circular display rack for clubs and Pat Martin behind the counter, there will be noticed glassed-in space that is Hogan's office. That's a de luxe arrangement for a golf businessman. There's a bright red



carpet and Hogan's specially-built kidney-shaped desk is a handsome onyx-topped job.

The cases in the shop were designed by Hogan. The cases have storage space in the lower section, facilitating service and frequent changes of display of the merchandise being shown.

At the left of the view which shows part of the course there will be seen a shoe case, with a couple of pairs of shoes on top. Back of that case is a shoe fitting chair and a good stock of shoes on display and conveniently stocked.

Hogan limits his stocks and displays to very high grade merchandise. The character of the operation at Tamarisk allows a smaller stock than would be advisable at most pro shops and makes a strong point of quality only, regardless of price. Something else that figures in the operation is that Hogan, Kertes and Martin are so insistent on exact fitting of clubs that they can tell a prospective buyer he or she will have to wait until something that precisely fits the purchaser's requirements is ordered — and the buyer will wait.

It will be noticed that full sets of woods

and irons are grouped in displays (except in the revolving rack for putters and specialty clubs). Hogan's idea on this is that the woods have to be fitted to the irons and vice versa, and that buying new clubs means buying a new set in the majority of cases. With membership and guests such as Tamarisk has, that general selling policy can be maintained to the complete satisfaction of the purchasers.

The practice and lesson tees, and back of a palm, the elevated 9th green, will be seen. Although Hogan rarely gives lessons he can see what's going on at the practice tees and from his observations provide members with helpful tips. Kertes has the lesson assignment and Martin manages the shop service, in the Tamarisk table of organization.

The intercommunicating system, with transmitting and receiving box shown at the left of the counters, is a valuable item in smooth running of the shop and quick supplying of caddies.

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