



INDIAN WELLS CC is a prime example of Palm Springs merchandising. Pro shop owner, Jack Petrie, keeps a well-rounded stock, which includes patio wear with all types of accessories from watches and sunglasses to scarves, hats and belts. Ready-to-wear is sectioned according to the type of merchandise; men's trousers, jackets, golf and dress shirts are coordinated and displayed in one area; women's sports and formal wear in another are shown with attractive coordinating handbags and hats.



Wall-to-wall outdoor carpeting makes a handsome and inviting entrance to foliage lined pro shop doorway. Merchandise can be seen from outside the shop through floor to ceiling glass walls, which in turn give a clear view of the golf courses while customers shop inside.



Display counters hold gift items and Palm Springs souvenirs, great favorites of the many visiting golfers. Manager Bill Lawe, has six sales personnel on staff at the peak season during January and February.

The Palm Springs Way

By **JEAN CONLON** GOLF and GOLFDOM Fashion Editor

On a recent visit to Palm Springs, Calif., GOLFDOM found Coachella Valley's reputation as a golfers' paradise to be an accurate one. With made-to-order climate, Palm Springs offers its multimillionaire residents and winter celebrity visitors 24 luxurious golf courses with equally elegant pro shops. Palm Springs professionals realize the potential of a large income from their shops and as a result have developed their buying and merchandising knowledge to a point where they offer strong competition to local retail operations. It is not unusual for California professionals to shop the Los Angeles golfwear markets monthly,

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Photographed by Ray Woolfe

CANYON CC is open every day of the year for shopping convenience. Visitors from all over the country are encouraged to charge purchases which are billed back to the customer's home golf club. Shoppers can select from a wide variety of golf equipment or soft goods, continually being replenished from pro Jack Koennecker and wife Irene's frequent market buying trips.



Sales help, far right, includes three to four women year-round and six at the height of the season. Golf accessories, near right, are centered in a section between men's and women's golfwear and equipment.



LA QUINTA CC has a cordial atmosphere with a desk provided for members who wish to sit and write cards to be sent with their gifts from the shop. Dick Goeckner, the head professional, does most of his basic buying in September in preparation for the many visitors during the Palm Springs winter season.



Two sofas and coffee table with magazines give pro shop a feeling of home. To encourage sales, golfers can relax and enjoy their pro shop while making a selection. A perfect shopping atmosphere is considered an important part of Palm Springs pro shop merchandising.

ELDORADO CC has display cabinets at both entrances of the pro shop. Head pro Don Fairfield and wife Iris shop the market four times a year to keep their shop well stocked. Sales of men's and women's apparel are equal, with extra merchandise always available in stockrooms.



Golf shirts and sweaters are out on display in every size and color. Golf shoes are placed on a carpeted floor and highlighted with overhead spots. Like many of the Palm Springs pro shops, Eldorado stays open from October to June during the active Palm Springs season.



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with additional buying trips to New York regularly scheduled for twice a year. Once merchandise reaches the pro shops, it is displayed handsomely with a well-rounded back up stock in behind-the-scenes storage rooms. Professionals offer every convenience to their member-customers by keeping the shops open seven days a week with several professional sales personnel always on hand. Charge systems have been worked out among the Palm Springs clubs so that visiting golfers can buy merchandise at neighboring pro shops and be billed at their home club. GOLFDOM photographed Indian Wells, Canyon, La Quinta and Eldorado CC pro shops and interviewed their professionals. The results above, and on the preceding two pages, clearly show pro shop merchandising done to perfection . . . in a charmingly unique Palm Springs way. □