



Bill Collins (l), assistant pro at Columbus CC, and Don Shock, the head pro, have been working in a congested atmosphere for the last two seasons, but the pressure will be off this winter when a new clubhouse, costing about \$1 million is completed.

*Everything cramped except sales*

## Shock Loses Shop But Not His Business

**I**f your pro shop has been pulled out from under you and converted into a temporary clubhouse because the main building has burned down, don't despair. It is possible that you may come up smelling like dollars in spite of adversity.

You have the words of Don Shock, pro at Columbus (O.) CC, for this.

Early in January, 1962, the big, 1903 vintage clubhouse at Columbus CC caught fire in near zero weather and burned to the ground because the water mains in the vicinity of the club were frozen and firemen were powerless to fight the blaze. The pro shop, which had been finished the year before, was spared only because

the wind kept the flames away from it.

### Shop Is Requisitioned

Because the club has operated for the last two seasons under what is equivalent to emergency conditions, Shock has been a pro without a pro shop. His building, an unusually large one as shops go, originally contained a bathhouse, men's lockerroom, an indoor practice area, display room and storage area, and was requisitioned as a clubhouse when the members were made homeless. Shock and his pro operation were temporarily housed in a Butler building. But all will be corrected by Christmastime when a \$1 million clubhouse replacement, built on the site of the old, will be opened.

### PGA Here in 1964

Considering that the 1964 PGA Championship comes to Columbus CC, July 13-19, the re-building of the clubhouse, which will be a study in luxury from the basement to the attic, isn't being completed too soon.

As for operating out of a Butler building, Shock compares it to bringing your golf bag with you into a telephone booth when you're going to make a call. "You



Don Shock isn't claiming any blue ribbons for this display. It shows what you have to do when space is restricted and practically every square inch inside the shop has to be put to work.

can turn around," he laughs, "but you have to be careful so that you don't knock over any displays.

#### Plenty of Wall Shelves

"Actually," Don continues, "my assistant, Bill Collins, and myself have learned to negotiate quite comfortably here even though we have been cramped for space. We made two or three trial runs before we got the merchandise arranged the way we wanted it, but as I recall, we also did that in the big shop when we were getting set up there. If you use plenty of wall shelves, run your displays nearly as high as the ceiling and don't try to crowd all the merchandise on hand into the shop, you'll get by in a small place. You have to remember to remain calm when somebody knocks over a floor display and you can't allow yourself to become overly annoyed when you can't find something. Even if it costs you a sale."

From a business standpoint, being at a

club where perhaps 50 per cent of some 500 members have lost their playing equipment because of a fire presents great sales possibilities. The members don't get enthused about such prospects, but they recognize them as facts of life. In 1962, Shock's gross was greater than it had been in his three previous years as head pro at Columbus CC, largely because so many people had to replace their clubs. Shoes also were a big seller for this rea-

Columbus CC members were lucky they had a large pro shop to use as temporary quarters when their clubhouse burned down.



# On the Professional Side



Bernard Slavitt, White Plains, N.Y. CPA, who handles tax matters for many Metropolitan PGA members, says that some pros probably pay more taxes than necessary. Easily forgotten expense items

account for the excess payments.

Slavitt, in urging his clients to record expenses that may be deductible from tournament and exhibition gross revenue, provides them the following list:

NAME \_\_\_\_\_  
TOURNAMENT \_\_\_\_\_  
FROM \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
TO \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
FROM \_\_\_\_\_ A.M. \_\_\_\_\_ P.M. \_\_\_\_\_  
TO \_\_\_\_\_ A.M. \_\_\_\_\_ P.M. \_\_\_\_\_  
Miles Travelled \_\_\_\_\_  
÷ Miles per Gallon \_\_\_\_\_  
= Gallons gas used \_\_\_\_\_  
Income From Tournament \_\_\_\_\_  
Or Exhibition (\_\_\_\_\_ Position) \_\_\_\_\_  
EXPENSES:  
Caddy master \_\_\_\_\_  
Caddy fees \_\_\_\_\_  
Locker room attendants \_\_\_\_\_  
Tournament Entry Fee \_\_\_\_\_  
Conditioning and rubdowns \_\_\_\_\_  
Entertainment, Promotional Expenses \_\_\_\_\_  
Hotels: En route (Name — AT TOURNAMENT) \_\_\_\_\_  
Food — days @ — per day \_\_\_\_\_  
Tips (Bellboys, etc.) \_\_\_\_\_

Telephone and telegraph \_\_\_\_\_  
Laundry, dry cleaning of golf outfits \_\_\_\_\_  
Gasoline — gallons @ — per gal. \_\_\_\_\_  
Oil — quarts @ — per quart \_\_\_\_\_  
Lubrication \_\_\_\_\_  
Washing \_\_\_\_\_  
Tires and Tubes \_\_\_\_\_  
Garage and parking \_\_\_\_\_  
Automobile repairs \_\_\_\_\_  
Automobile rented \_\_\_\_\_  
Automobile Insurance \_\_\_\_\_  
Licenses, license plates \_\_\_\_\_  
Train fare \_\_\_\_\_  
Airplane fare plus excess baggage \_\_\_\_\_  
Taxicabs \_\_\_\_\_  
Ferry, bridge and road tolls \_\_\_\_\_  
Golf publications (books and periodicals) \_\_\_\_\_  
Stationery, printing, postage \_\_\_\_\_  
Liability and Floater Insurance \_\_\_\_\_  
P.G.A. Dues \_\_\_\_\_  
Gifts & Flowers \_\_\_\_\_

Golf Equipment and Clothes:  
dozen Playing balls @ — per doz. \$ —  
dozen Practice balls @ — per doz. —  
Golf clubs @ —  
Golf bags @ —  
Pairs of slacks @ —  
Sweaters @ —  
Golf hose @ —  
Golf shoes @ —  
Shoe trees @ —  
Golf shirts @ —  
Caps, hats or visors @ —  
Rainsuits @ —  
Umbrellas @ —  
Athletic supporters @ —  
Cans of tape @ —  
Tees @ —  
Gloves @ —  
Total Equipment and Clothes \_\_\_\_\_  
Miscellaneous: \_\_\_\_\_  
TOTAL \_\_\_\_\_  
EXPENSES \_\_\_\_\_  
Date \_\_\_\_\_ Signature \_\_\_\_\_

son. Apparel sales, on the other hand, slumped because there was a lack of locker facilities, especially among women.

## Ties In Ads with Tourneys

This, of course, was an extraordinary situation. Normally, Shock depends on the promotion of tournaments, practically year-around operation of the shop, emphasis on advertising on special days and, of course, that old standby, service, in pushing sales. "We probably don't do anything here in a sales promotion way that isn't done by pros at other clubs," Don

points out. "We try to tie in our advertising with our tournaments by calling attention to various merchandise items on the schedule and pairing sheets. As for tournaments themselves, we have a fairly complete round of them running from May through September. We keep on the lookout for new features to add to our regular Saturday, Ladies Day and Mixed events, trying to go beyond the mere awarding of prizes on the basis of net and gross scores."

Both Shock and his assistant, Bill Col-  
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## Shock Loses Shop

(Continued from page 41)

lins, each give from five to ten lessons a day. More than 80 per cent of their club sales stem from these engagements. They have been particularly successful in inducing members to buy full sets over a period of two years, perhaps starting with woods one year and filling in the next with irons. Trial sales of clubs also have worked out well at the Columbus club. Before the fire, Shock gave lessons during the winter months on his two-net pro shop range. Last year he moved downtown to the Athletic Club of Columbus to carry on this activity, but as soon as the new clubhouse is restored he will be back in the old wintertime location.

Shock's bookkeeping is handled by his wife, Dolores, who has a degree in accounting from the University of Michigan. The shop is inventoried monthly, although a daily check is made on the ball supply. Auditing is handled by a Columbus CPA firm. About 40 per cent of the 500 members use the shop's club cleaning and storage service at a cost of \$15 a year to the individual.

## Design Stands Up

Columbus CC is observing its 60th year of operation. Located in a residential area, it has possibly just enough excess space to fit in a 9-hole Par 3 to relieve some of the heavy playing pressure on the original 18. Starting times have to be reserved at least four days a week, and Juniors aren't given nearly as much opportunity to play as members would like them to have. It is thought that the building of a short course would partly remedy this situation. The range, located within 100 yards of the clubhouse, is 275 yards long and about 150 yards wide. As for the course itself, the architect who designed it back around the turn of the century rendered a layout that is still admired. The PGA, for example, has insisted only on the rebuilding of two greens and one tee, all on the first three holes, for the Championship.

Don Shock is a former Ohio State University golfer. When he was graduated from college in 1948, he immediately went to work for Charles Lormes, who was the Columbus CC pro for some 50 years before retiring in 1959.

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