

Official Golf Scale



Golf pro shops throughout the world use the patented Ken Shop Official Golf Scale to match swing weight of clubs for their customers. It's the only scale on the market which measures both the swinging balance and total club weight. The Official Golf Scale registers weights both by tenths of ounces and grams. Look to Ken Shop Supplies by Kenneth Smith for the best in pro shop supplies. Write for our complete shop supply list and order form.

Kenneth Smith

P.O. Box 41GF-4
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PROFESSIONALS *from page 35*

because theft, burglary, breaking and entering were noted by professionals from private, semi-private, public and resort facilities. The frequency of theft has driven one professional's insurance costs sky high; another said his shop has become such a high risk that he's having trouble getting insurance.

With all these troubles, one wonders why the professional keeps plugging. First, of course, it should be remembered that the survey asked him to name his major problems in the past year, not the brighter notes. Secondly, the analysis of the survey represents a compilation of major problems. No one professional is suffering from all of them. In addition, as was pointed out, problems being experienced by professionals generally are not peculiar to them. Many problems are national, cutting through every industry.

Although some professionals expected "more of the same" when asked about problems anticipated in the coming year, others did volunteer positive comments: "Expect economic upturn," "see revived customer interest in major equipment" and "program to bring in new members expected to increase business." □

WHAT'S "BUGGING" PROFESSIONALS?

The following is a listing of the 10 problems most frequently noted by professionals surveyed.

- "Downtown" competition (department stores, discount stores and large sporting goods stores);
- Availability of competent, reliable pro shop help;
- Rising labor costs, taxes, wholesale prices and overhead;
- Theft, resulting in higher insurance costs;
- Slow deliveries from suppliers;
- Bad weather conditions, resulting in less play and pro shop traffic;
- Lack of new members to fill openings in clubs' rolls;
- Smaller share of income from certain revenue-producing areas—golf cars and driving range;
- Lack of pro shop space;
- Overdue payment on members' pro shop bills



ARIZONA TURFGRASS CONFERENCE, Plaza International Hotel, Tucson, Ariz., April 4-5.

ATLANTIC PROVINCES TURFGRASS CONFERENCE AND EXPOSITION, Halifax, N.S., Canada, April 9-10.

SOUTHEASTERN TURFGRASS CONFERENCE, Georgia Coastal Plain, Experiment Station, Tifton, Ga., April 9-11.

SOUTHERN CALIFORNIA TURF AND LANDSCAPE INSTITUTE, Quality Inn, Anaheim, Calif., April 18-19.

SPORTING GOODS MFG. ASSN. INDUSTRY ANNUAL MEETING, The Breakers, Palm Beach, Fla., April 29-May 2.

FLORIDA TURF-GRASS ANNUAL SHOW, Curtis Hixon Convention Hall, Tampa, Fla., April 29-May 2.

NATIONAL GOLF FOUNDATION ANNUAL MEETING, The Breakers, Palm Beach, Fla., April 30.

FLORIDA NURSERYMEN AND GROWERS ASSN., The Breakers Hotel, Palm Beach, Fla., May 17-19.

INTERNATIONAL SHADE TREE CONFERENCE, Hotel Utah, Salt Lake City, Utah., June 17-20.

FOURTH ANNUAL GCSA/UNIVERSITY OF GEORGIA TURFGRASS SHORT COURSE, Center for Continuing Education, University of Georgia, Athens, Ga., November 12-13.

45TH INTERNATIONAL TURFGRASS CONFERENCE AND SHOW, Anaheim Convention Center, Anaheim, Calif. February 17-22, 1974.