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No Puddles



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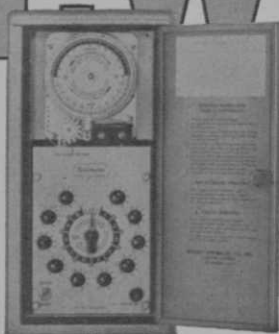
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# NEW

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## Make Them Think of You

(Continued from page 34)

tion that this is the place to cultivate customers. "I can truthfully say," Hamrich observes, "that I have sold a good deal more on the outside than I have on the inside." His teaching activity includes numerous clinics and free group sessions for kids, 10 and under (in May), 11 to 15-year olds (12 hours in both June and July) and regular group lessons for women early in the season. Out of these come a summer that is heavily scheduled with paid lesson giving. Bob's fee for six one-half hour lessons is \$23, with this charge including range balls.

### Member's Endorsement Important

Asked whether a pro is in position to advertise to any great extent inside or outside the shop, or push sales in what might amount to a pressure play, Hamrich has this to say: "I never have been too strong on subjecting members to pressure selling because of the limitations imposed on the pro. I feel that your energies have to be directed toward winning as many friends as you can among the membership. Time and again, I have seen how the members have helped to make a success of my pro operation. There is nothing in this business that carries the strong recommendation that a member's endorsement does."

Hamrich, incidentally, has a note of commendation for the club mgr. at Champaign. John Chalet. "You would think," says Bob, with a grin, "that John had a stockholder's interest in our place of business. He never misses a chance to put in a plug for us. Coming as it does from the front office, I'm sure that it carries a lot of weight with our players."

It's thus apparent that Bob Hamrich has strong forces working for him from both sides of the fence at Champaign CC. That is a pretty good indication of how thoroughly he has everyone believing that he is Mr. Golf.

### USGA Green Section Fees

Annual fees for the visiting service of the USGA green section are: Less than 18 holes, \$100; 18 to 27 holes, \$125; 36 holes, \$150; per regulation course in addition to 36 holes, \$40 extra. Fees include traveling expenses of the visiting agronomist for one regularly scheduled visit and one other visit if requested.