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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 have never 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.