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Dear Mr. Van Hengel:

Golf is a mental game. Perhaps as much as 90% is in the attitude of the player. If you want to take off strokes, change frustration to enjoyment, and really score and have fun, here is how. Read this book "The Joy of Golf". This book shows an easy way to hit the ball, but it's mostly about hitting the ball with your head! If you, or anybody you know, needs improvement in golf--this book is the way and the light!

As fellow members of the Golf Collectors Society, you qualify for a nice discount on my new book, "The Joy of Golf". This book is regularly \$9.95 (see the book cover facsimile enclosed). However as members of my own club, you are being offered a 25% discount.

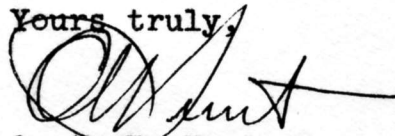
Enclosed is an article that appeared in the Jacksonville Journal about the book. Read what Greg Larson has to say about "The Joy of Golf"; he tells it like he sees it.

I will pay all of the handling costs including the postage on your order. Just fill in the order blank on the inside flap of the return envelope; enclose your check for \$7.47 and give it to the U.S. Postal Service. When they decide to deliver it, you will have your book by return mail.

You may return the book in 30 days for a full refund for any reason, so you have absolutely nothing to lose except the frustration and disappointment you have experienced from golf in the past; or if you want an autographed copy, print your first name or names in the appropriate space on the order form.

I still have a few first editions left, so by acting promptly, you can get a signed first edition.

Yours truly,



Orrin T. Hunt

P.S. If you want "The Joy of Golf" in the German language, let me know. It will be off the press soon by a German publisher.

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\$9⁹⁵

The Joy Of Golf

by **ORRIN T. HUNT Ph.D.**



Doc's Prescription: Relax, Enjoy Golf

Dr. Orrin T. Hunt, a local psychotherapist, couldn't break 100, so he wrote an instructional book for other golfers.

"Golf shouldn't be an obligation you have to do well to enjoy," said Dr. Hunt. "It's a game we're supposed to play and enjoy."

The name of the book is *The Joy of Golf* and it is available at most local and area bookstores, May Cohens department stores and golf pro shops for \$9.95.

Dr. Hunt was a 30-handicapper when he started writing the book two years ago. He's now a 16 and promises to creep several shots lower.

"The book has all the things you should know about golf that nobody ever tells you," he said. "The reason I became a better golfer is that I got all that crap organized in my head while I was writing the book."

When the good doctor started writing his theories about the game, he had been playing for just six months and showed no sign of improvement. He tried everything . . . lessons, books, films and advice from his playing partners.

Nothing worked.

"The joy in golf lies in striking the ball," said Dr.



Hunt



Golf

Greg Larson

Golf has become a new romance for Dr. Hunt. He now walks the fairways of the University Country Club, carrying his own clubs.

"I even weigh less than I did 10 years ago," he said. "We always strive for perfection in golf, but when we realize we aren't going to get perfect and that nobody is, we can enjoy and accept what happens as part of the game."

Dr. Hunt recently received a letter from an avid golfer in Sacramento, Calif.

"Golf has always been a pain in the bleep to me but I couldn't quit," the Californian wrote, "but after reading your book, I haven't had a bad score. I've had some high scores, but never a bad score."

In the first few chapters, Dr. Hunt deals with mechanics and his "methods" of swinging the club. He deals with everything, but suggests you see your pro for a lesson on gripping the club.

"That's one lesson you'll get your money's worth out of," he said.

After the first few chapters, Dr. Hunt gets into the mental part of the game, his real forte. His chapter on temper should be required reading for all golfers.

It's a golf book not unlike *Inner Temis*, which deals with the enjoyment of simply playing the game. *The Joy of Golf* is worth reading and it could change your outlook toward the game.

(Greg Larson is a sports writer with *The Times-Union*.)

Hunt. "Striking the ball results in better scores and liking yourself better. Not doing well results in lowered feelings and lost money. There is no joy in these things."

Therefore, Dr. Hunt advocates that most handicappers hit the ball anyway they can and not worry about doing it the right way or how they look.

"Do you want to swing and stand 'right' and hit the ball sideways or do you want to look funny when you address the ball and knock hell out of the ball right down the fairway?" Dr. Hunt asks.

The large paperback book with large all-capital letter print has been on the market for one month and slightly more than half of the first printing of 2,000 has been sold. It was printed by the Convention Press of Jacksonville and illustrated by Jacksonville artist Bill Kirby.

"So much of the writing I do is technical, and it isn't much fun," said Dr. Hunt. "I just started writing this to have fun and it kind of snowballed. The next thing I knew, I had an illustrator and it was in high gear. I'm real pleased with the way it turned out."