

# "Old Doc Schacht" Prescribes Pro Sales Tonic Letters

**E**LMER SCHACHT, bright young feller who works with his skull and his muscles for the membership of the Country Club of Terre Haute, Ind., and then for wise Mr. Schacht, has put over a letter campaign to his members that's something new in pro business promotion.

It's a series of three letters, all tied together like a continued story and with a "just then a shot rang out" finish to the first two letters so the customers will be looking for the follow-up.

Elmer has been reading the papers. He picked up insurance company dope about an increase in suicide and read of, and heard the doctors telling about folks not coming to them until it was too late for a cure. He arrived at the conclusion that the health angle of golf was due for a strong play.

He got some great stuff in the way of authoritative medical testimony on the curative and protective features of golf that ran some time ago in one of the player papers.

Schacht sent out the letters two weeks apart, and in the week between each letter he mails one of the Walter Hagen line's "Sloppy Shotz" folders.

Too many of the fellows just send out one letter and let it go at that but the Schacht plan is to keep pounding at them, especially since the cost is low. The tie-up of his personal stuff and some of the splendid material furnished by the manufacturers gives him a first class, strong advertising campaign. If there's business to be had this sort of work will get it.

Strange to say, in these times when most of the boys could stand some business, there are no glowing reports from the manufacturers to the effect that their expensive mailing material, supplied to the pros, is being used to any especially strong degree. The boys ought to put on more steam with this stuff. By neglecting to use it they are passing up a great chance to blast loose some sales.

## Expert Counsel.

Here is the first letter in the series Schacht sent out:

*A study of the ideas and beliefs of differ-*

*ent noted physicians regarding the golf game was recently made at a tournament of the New York Physicians Golf Association held at the Westchester Country Club. This organization was selected for the study because its membership is made up of most of the best known physicians in New York, not a few having national and international reputations in their specialties.*

*The first impression made from a study of the entire group is that physically they were a very healthy looking group of doctors, none looking like the old type of physician of serious mien, over-stout when middle aged, and definitely slowed up in physical activities. Most of them were well tanned by the sun, strong looking physically, active and alive in their movements, none definitely stout, and all jolly in demeanor.*

*"I play golf," said the first Medico spoken to, "because my study of patients has proven to me that those who play golf live longer, have less illness and are happier than those who do not. The reason for this is that these persons engage in the healthiest exercise there is, namely, walking in the open air in sunlight, and this is far better than any other type of exercise, less strenuous than tennis for the middle aged man, gives one sufficient perspiration and yet permits periods of rest, and thus builds up the heart muscle gradually and keeps the whole body in good functional shape."*

*I will send you a continuation of this survey at a future date.*

*Don't forget, I carry a complete line of golf equipment for your convenience. I sell everything a golfer needs and have most of it in stock. If I haven't, I will get it for you.*

*For "health's" sake, may we see you frequently on the golf course this summer?*

## Patent Medicine Method.

The second shot in the Schacht campaign gives the customers some of the tried and true patent medicine technique—it makes the folks feel like they must forget the troubles golf alone will cure. The second letter reads:

The following is a continuation of the study of the ideas and beliefs of the doctors in the New York Physicians Golf Association regarding the game of golf.

"Why it is," said a celebrated skin specialist, "that people who play golf are rarely patients among the specialists in my line of work, I do not know. I just know it is a fact, and it probably is because golfers burn up the uric acid that is in the blood of all of us and is a great cause of chronic skin diseases."

An internationally known stomach and intestinal specialist said the following: "Golf is the best exercise for digestive disorders I know of. It improves the tone of the body and that benefits the digestion and cleans up a lot of minor digestive disorders. As the digestive apparatus is improved that in turn improves the body and thus a charmed circle of health is brought about. Golf is one of the best treatments I know of for disease of the gall bladder and intestinal poisoning. If every adult played golf, I would have much less to do, and since I've learned this, I play golf."

"It's a strange thing," said another internationally known specialist, "that golf properly engaged in will reduce a high blood pressure and raise one that is too low. I have seen not a few men whose arteries were that stiff that I did not think they could live more than a few years, and yet when they are golfers they go on living in a healthy way year after year without any effects whatsoever, whereas the non-golfer with like arteries dies off with apoplexy and heart disease in a short time. There has been a good deal foolishly said about people dying on a golf course, but to every one that died there are thousands that died in bed. Since playing golf is health-giving and stocks up vitality and one can never foretell what infection will hit you, I engage in it instead of buying health insurance."

Good health pays big dividends. Spend the saving in doctor bills and insurance on that new set of Bobby Jones or Walter Hagen golf clubs you've been wanting and **PLAY GOLF!**

### Count Cost in Health.

Elmer concluded his series early in June with the following testimony:

*This is the concluding letter in the series I have presented to you on the ideas and beliefs of physicians pertaining to the game of golf.*

A well-known nose and throat specialist offered the following: "The one great con-

dition produced in my line is the so-called common cold in the head. These attack people mostly in the winter months when everybody is housed up in heated houses breathing dry air loaded with dust and infection. They are not common in the summer, and when they occur they do not do much, if any, real mischief. There is less nose and throat trouble among golfers than any other people I know of, hay fever being the only exception to this."

And then came the always interesting nerve specialist with this: "The trouble in this country is that the men work too hard and the women fuss too much. The best treatment that I know of for these people is golf. Almost all of my patients have only functional nervous disturbances which golf as an exercise is perfect in correcting. The very fact that to play a round of golf keeps a man out of his office for several hours is a great benefit to him although many will complain that they cannot afford the time."

The wisest summary of it all came from a wise general practitioner. "I am seventy-five years of age and for the last forty years that I played golf I have never been sick in bed for one whole day. I have no patience with the person who says he cannot afford to play golf or that the initiation fee and the dues of a golf club are too much. For a few hundred dollars a year and playing golf he has the best health insurance and assurance to be fit for work that I know of. People should look on the cost of belonging to a golf club in this light, count it in health and not a few dollars, if you would estimate the game at its true value."

Guard your health as these physicians do. Play golf and stay healthy.

P. S. Don't forget—you will get the most enjoyment from the game when you are playing well—to play well you must practice, but unsupervised practice is worse than none. May I sign you up for a course of lessons?

**H**ERE'S A THOUGHT about the pro job that isn't used enough in pro propaganda: "There are very few good pros in the country whose clubs could pay them what they are worth as instructors. The pro's shop has to support him. But it is the golf interest promoted by effective instruction that keeps the clubs going." The remark was made by Clarence Rickey, golf club official and vice-president of the R. H. Buhrke Co.