

HERE'S HOT WEATHER TIP: USE SALT TABLETS

HEAT prostration and painful attacks of stomach cramps hitting during the fiery days of midsummer, especially on those days when the humidity is almost at the dripping point, are certainly not unknown to golfers. But these "occupational" casualties from which the striving par-hunter suffers, are unnecessary. He has sweat salt out of his system—as he might have known when he got a taste of the brine in moistening his lips.

Restore the salt, and he's in condition to withstand the sun. The old custom of shaking salt into one's beer is good science. When the sweat glands get too much of a workout the body's equilibrium is upset considerably. That opens the way for heat cramps caused from excessive loss of salt through the pores.

The medical profession has given considerable attention to the correction of salt deficiency in the body. Industrial workers in steel mills, mines, gas works, etc., wherever profuse sweating is most likely

to occur, have been observed to suffer severely from the effects of salt deficiency. Athletes, too, have experienced uncomfortably warm and humid days when they became bewildered victims of cramps, or nausea, and a general below-par feeling. What was wrong with them was nothing more than a lack of sufficient salt in their systems. They had lost, through sweating, salt the body needs to function in top condition.

John N. Cadby of the Economic Research and Service Bureau, Milwaukee, details the great amount of experimentation and research that has been done on the subject, in an article in the May '39, issue of PURCHASING. An important point brought out in this article is the fact that you can't consider yourself safe from salt deficiency discomfort just because you have built up what you believe to be large reserve stores of salt in the body. Excess salt is not stored in the body, but is promptly eliminated.

Many golf clubs, taking a tip from the National Safety Council, have made salt tablets available to their members at nominal cost or free. A simple, inexpensive dispenser furnished by a salt company is placed by the clubs in convenient spots in their locker-rooms and pro-shops. The clubs report uniformly successful results with the tablets. The players get in the habit of taking the tablets and they're playing more golf, without discomfort and without any recorded cases of heat prostration, when the mercury is nearing the top of the tube.

British golf papers and golf goods advertisers continue on a business-as-usual basis. North British is currently running a campaign of full color reproductions on airplanes-in-action paintings. (See below.)

A small quantity of these, suitable for framing, are available upon request. Address North British, 22 Park Place, New York City.

Per ardua ad astra

Who can have watched our Aces, or have read of their exploits, without deep pride in the number of the 173 on the map who, when to have, pocket a golf ball with as much determination as they possess their money. And when that ball is a NORTH BRITISH "G.S." (genuine from the golf head with supercharged core, now it not second type, of that one ball and prepared light)

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St. Louis Junior Golf Clinic Goes Over Big

EASTERN Missouri PGA members at their Professionals' Driving Tee made a great promotion and publicity tie-up with the St. Louis Globe-Democrat in conducting the newspaper's Junior Golf clinic.

Only high school youngsters who filled out coupons on the Globe-Democrat's sports pages were eligible to receive instruction at the pro-conducted sessions.

Classes averaged about 100 kids, almost evenly divided between boys and girls.

Golfdom