

# HERE'S HOT WEATHER TIP: USE SALT TABLETS

**H**EAT 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 blame our heroes, in their hour of their exploit, without deep pride in their number of the air? These are the men who, when to have, perch a golf ball with as much determination as they possess their country. And when that ball is a NORTH BRITISH "G.S." (genuine from the golf head with supercharged force, now it has several types of their own, each and precisely right)

**NORTH BRITISH GOLF BALLS**

Not only British — but "NORTH BRITISH"

NORTH BRITISH GOLF BALLS CO.  
INCORPORATED IN GREAT BRITAIN  
FABRICATED IN GREAT BRITAIN

22 PARK PLACE, NEW YORK CITY

## St. Louis Junior Golf Clinic Goes Over Big

**E**ASTERN 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*

## DON'T LET PENNY SAVING HIDE DOLLAR LOSSES

The efficiency of a fungicide, and its value per pound, depend upon the percentage of mercury metal it contains. If you are not thoroughly familiar with Mallinckrodt mercurial fungicides, investigate them. Write for the whole story.



## USE ECONOMY FUNGICIDES

**CALO-CLOR\***—for brownpatch prevention and remedy. Comes in Regular grade for dry application and suspension grade for liquid application.

**AURAGREEN\***—non-mercurial preventive, green colored, renews faded turf.

Also—Corrosive Sublimate U.S.P. Grade.

\*Trade Mark Reg. U. S. Pat. Office.

*Mallinckrodt*

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Mallinckrodt St., St. Louis, Mo.

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## DOUBLE ROTARY SPRINKLER

**Your Best Defense  
Against Hot, Dry Weather**

Get the extra advantages of a Double Rotary Sprinkler. Two nozzles give greater coverage. One stream hits the wheel and is broken into rain-like drops which are delivered in a rotating line, turning the sprinkler head to cover a large circle. The second stream starts where the first leaves off, adding yards more in every direction. Covers evenly better than a 100-ft. circle under good pressure. Does not wash or pack soil; does not puddle.

HEAVY DUTY  
MODEL H  
**\$12.50**



\*Self-operating. Needs no attention.

Better Built—Positive Action—Wind does not affect rotary motion. Scientifically designed and built of finest materials for longer, trouble-free service. Fully guaranteed. Parts available, if they eventually become worn.

**\*TRY 10 DAYS** on your own course under our Free Trial Offer. Order now, or write for further facts.

**DOUBLE ROTARY SPRINKLER CO.**

816 LOCUST ST. Dept. A KANSAS CITY, MO.

The pros split the classes into three groups: beginners, those "pretty fair," and youngsters above the average in playing ability and experience.

To further promote golf in St. Louis many of the district's foremost pros contributed to a series of instruction articles that have been much better in practical and close-up instruction value than much of the dope run in newspaper golf instruction series. The St. Louis pros used the words they use in actual instruction and cited instances to illustrate their points instead of talking the too-general rehash of the instruction literature already printed in books or magazines.

The Post-Dispatch Junior Golf clinic had the enthusiastic endorsement of parents and high school athletic authorities. It's a great stunt for local organizations of pros to suggest to newspapers that are looking for a golf promotion sports section feature.

## Says Pro Trend Is Toward Broader Status

**A** VETERAN member and official of a noted Eastern country club expresses his view of pro prospects. Says he:

"Among the revisions of the managing and operating plan that may be adopted to help the private clubs through the next several years is a distinct change in the usual status of the pro.

"The pro will be a golf manager instead of having his duties generally limited to the sale of whatever lessons and merchandise he can dispose of.

"One of his jobs in that capacity will be studying the attendance of members at the club and discovering, and correcting, if possible, reasons for failure of members to come out and play. He will check up on playing performances of the members, and like any other successful salesman, see that the customer is making good use of the product.

"I imagine that 90% of the golf club members in this country would be pleasantly surprised if the pro at their clubs said to them, 'I've been looking over your handicap card and your scores aren't what they should be. I wish you'd let me look you over hitting some balls. There may be some little thing that's wrong and that we can straighten out quickly. No charge. I just want to make sure you're getting your money's worth out of the club.'"