tern for taking important phone calls for members. Note that word, “important.” It means just that when you remember that many of your golfers are business and professional men for whom some calls are extremely important.

These are only a few of the services provided members by the pro dept. There are many others. You only have to look around you to decide what can be offered.

**Says Sportmanship Is “Modern Chivalry”**

William Boice Langford was on the Yale golf team in the early 1900s when it won nine consecutive National Intercollegiate championships.

He has been secretary of the Old Guard Society of Palm Beach Golfers for many years. Bill has served on numerous USGA committees and was especially helpful in expanding the USGA Public Links tournament.

Langford is the architect of many fine golf courses.

Few people who know Bill are aware that he was stricken by polio when a child and probably is the first exhibit of the effectiveness of golf as therapy for polio. By sheer will-power as a kid and with the help and encouragement of his father and mother, both ardent golfers, he dragged and stumbled around a course until his legs were brought back to usefulness.

One thing that many persons do know is that playing a round with Bill Langford is one of the great delights of the game.

Bill has a philosophy of golf that hundreds of professionals say explains the appeal of the game by men of good will: the true sportsmen.

Langford thinks of sportmanship as “Modern Chivalry.” Of sportmanship he says:

Games and athletics, being builders of body and character, exert a strong influence on many phases of human relations.

Sportmanship is the heritage of that medieval chivalry which contributed so much to the world’s climb from the brutality of the dark ages.

In this troubled era it can help to rescue us from the constant communistic threat of nuclear destruction. Certainly a strict observance of the rules and an honest appreciation of an opponent’s worth create

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are: Front row (l to r): Mrs. Carroll MacMasters,
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Annapolis, Md., pres.; and Mrs. David Elphick,
Dunedin, Fla., 2nd vp. Back row: Mrs. Al Hubbard,
Cleveland, O., hon. pres.; Mrs. Fred Moore, Deer-
field Park, Fla., recording secy.; Mrs. Carmen
Bill, Cleveland, O. treas.

an atmosphere unfavorable to intolerance,
greed, or foul play.

Misunderstanding Evaporates

Based on courage and generosity, sports-
manship flourishes because it appeals to
the highest ideals of man. Becoming in-
herent it produces cooperative action in
any emergency. It is not the property of
any social group or of any race; it is uni-
versal. If we observe its teachings, the
misunderstanding and suspicion which
usually wreck coalitions of peoples of dif-
ferent languages, religions, and customs
will evaporate, especially if our efforts to
spread its philosophy are directed to the
young, who are idealists and will soon be
adult members of our team.

As the spirit of sportsmanship is kind-
led in contests and spread by example and
 emulation, professionalism's best service is
the development of the skills and ethics of
amateurs.

Code of Ethics

The professional, functioning properly
as performer or instructor, is an instrument
of inestimable value.

A build-up of professional play resulting
in a decrease in amateur participation in
sports will seriously lessen the accomplish-
ments of one of our finest agencies in the
quest for perfection.

Sportsmanship is a code of ethics — in a
sense a religion, compatible with all reli-
gions, founded on the golden rule.

Be heartened by the knowledge that
sportsmanship counsels preparedness for
every contingency and not appeasement or
surrender.