

tem 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 Sportsmanship 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 sportsmanship as "Modern Chivalry." Of sportsmanship he says:

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

Sportsmanship 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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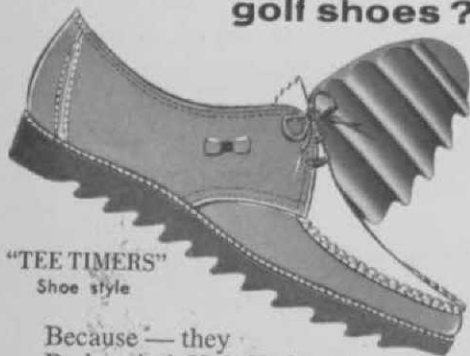
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Officers of the Ladies Auxiliary of the PGA Seniors are: Front row (l to r): Mrs. Carroll MacMasters, Pikesville, Md., 1st vp; Mrs. J. R. (Bob) Williams, Annapolis, Md., pres.; and Mrs. David Elphick, Dunedin, Fla., 2nd vp. Back row: Mrs. Al Hubbard, Cleveland, O., hon. pres.; Mrs. Fred Moore, Deerfield 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, sportsmanship flourishes because it appeals to the highest ideals of man. Becoming inherent it produces cooperative action in any emergency. It is not the property of any social group or of any race; it is universal. If we observe its teachings, the misunderstanding and suspicion which usually wreck coalitions of peoples of different 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 kindled 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 accomplishments 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 religions, founded on the golden rule.

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