

# Sigmond S. Langsam, 93; athlete, WWII veteran

BY ROBERT A. COHN, Editor-in-Chief Emeritus | Posted: Wednesday, June 3, 2015 4:00 pm

Sigmond S. Langsam, an athlete who played for a Boston Braves farm team, a combat veteran of World War II, and a leading sales executive and founder of a personnel services firm, died Wednesday, May 20, in his sleep at his home in Ladue. He was 93.

Sigmond Sterling Langsam was born in East St. Louis on May 5, 1922, the son of David D. Langsam and Flora Fisch Langsam. His father was co-owner of a junior department store, Langsam and Loeb. His family moved to Webster Groves in 1923, where he grew up and graduated from Webster Groves High School in 1940.

Mr. Langsam was drafted by the Boston Braves (now the Atlanta Braves) and played for their minor league team until he was drafted into the Army. During World War II, Mr. Langsam served in the combat infantry. He quickly rose to the rank of staff sergeant and was a platoon leader, serving on the front lines in Europe. He was awarded the Purple Heart.

After the war, Mr. Langsam worked three jobs while finishing his education at the Olin School of Business at Washington University, from which he graduated with a bachelor of science degree in business administration.

Mr. Langsam was admired for his high standards and ethical principles in his business and professional life. He was a leading sales executive with a major apparel company, and later founded Snelling Personnel Services on Brentwood Boulevard, which is a leader in that industry. In his eulogy, Rabbi Jeffrey Stiffman said Mr. Langsam, in his business and professional roles, was “always driven, and eager to provide the best services for his clients, and was proud of all that he accomplished.”

Words of love and admiration for Mr. Langsam were expressed by his daughter Barbara Langsam Shuman, a past president of the *Jewish Light* Board of Trustees:



Sigmond S. Langsam

“A brilliant, vibrant life force left the world early Wednesday, and our world will never be the same. My father, Sigmond Sterling Langsam, had the heart of an angel, the soul of a poet and the strength of a champion. ... He was my hero, my mentor, my advocate and my one-man cheering section. No daughter ever had a more loving and devoted father.”

In addition to his daughter, Barbara (Michael Shuman) of Chesterfield, survivors include his wife of 64 years, Esther Salzberg Langsam; son David Langsam (Jayne) of Ladue; sister Perline Langsam of Chesterfield; and three granddaughters.

Funeral services were held at Berger Memorial Chapel where Rabbi Jeffrey Stiffman, emeritus, of Congregation Shaare Emeth officiated. Burial was at the Chesed Shel Emeth Cemetery on White Road.

Contributions in Mr. Langsam’s memory may be made to the Harvey Kornblum Jewish Food Pantry, the National Council of Jewish Women-St. Louis Section or to the charity of the donor’s choice.