

# 80

## Great Moments of ARNOLD PALMER

*Arnold Palmer is one of the most charismatic and popular golfers to grace the game. His impact in the early days of golf on television dramatically raised the profile of the sport, and with it, the money and opportunities available to pro golfers. Palmer was the son of a greenskeeper, and his father started him early in the game. As a teen, Palmer won five West Penn Amateur Championships. He played collegiately at Wake Forest, but gave up the game for several years when he joined the Coast Guard. He returned to golf in the early 1950s, and eventually won the 1954 U.S. Amateur. He turned pro five months later. Palmer led the PGA Tour in wins with 4 in 1957, then exploded in 1958 with his first major, the Masters. Palmer's swashbuckling, go-for-broke style, combined with an aggressive, unorthodox swing, plus movie-star looks and charisma, immediately made him a star. We now take a look at 80 memorable moments in the Golfing Legends 80 years of his life.*



- **September 10, 1929** Arnold Palmer is born.
- **February 22, 1934** Winifred Walzer Palmer, beloved first wife of Arnold Palmer, is born.
- **March 23, 1939** Kathleen (Kit) Gawthrop Palmer, beloved second wife of Arnold Palmer is born.
- **September 7, 1947** Palmer steps off a bus at Wake Forest, N.C., carrying a suitcase, a golf bag and a scholarship offer from golf coach Jim Weaver.
- **January 22, 1951** Still reeling over the death of close friend and Wake Forest golf teammate Bud Worsham, Arnold Palmer enlists in the U.S. Coast Guard and reports for duty in Cape May, N.J.
- **June 23, 1954** Palmer wins low amateur in the 1954 Pennsylvania Open at the Hershey Country Club.
- **August 28, 1954** Palmer wins the 54th U.S. Amateur Championship.
- **November 18, 1954** Palmer turns pro and signs a 3-year endorsement deal with Wilson Sporting Goods that will pay him about \$5,000 a year.
- **December 20, 1954** Palmer, 25, and Winifred Walzer, 20, run away to “elope” in the Falls Church (Virginia) Presbyterian Church before a small circle of Palmer family and friends—and no Walzers. Palmer’s future father-in-law, Shube Walzer, boycotted because he was convinced his daughter was making a tragic mistake.
- **August 20, 1955** Palmer wins his first professional tournament, the Canadian Open. The putter Palmer uses for his first victory is stolen from his unattended bag. It has never been found.
- **February 26, 1956** Arnold and Winnie Palmer announce the birth of their first child, daughter Peg.
- **March 1, 1956** Palmer begins taking flying lessons at the Latrobe airport that will one day bear his name.
- **July 29, 1956** Palmer wins the first of three tournaments on what will be his most successful calendar date as a professional golfer. On July 29, he’ll win three tournaments in three decades in three different states for escalating first place prizes of \$3,800 (1956), \$11,000 (1963), and \$20,050 (1971).
- **April 6, 1958** Four days after overhearing Ben Hogan wonder aloud “how the hell Palmer got an invitation to the Masters,” Palmer wins the first of four green jackets.
- **August 4, 1958** Arnold and Winnie Palmer announce the birth of their second child, daughter, Amy.
- **January 24, 1960** Palmer wins the prestigious Hickok Belt as the popular men’s sportswear manufacturer’s “Professional Athlete of the Year.”
- **February 7, 1960** Palmer shoots 66 to win the Bob Hope Desert Golf Classic in Palm Springs, California, and \$12,000. It is the first of five wins there.
- **April 10, 1960** Announcer Jim McKay’s excited chatter in the booth above the 18th green distracts Palmer as he’s about to strike the winning putt at the 1960 Masters. Palmer backs away, grins up at the now-sheepish McKay, readjusts and sinks the putt.
- **June 18, 1960** Palmer embarks on his most memorable charge to secure perhaps his greatest victory. He begins the fourth round of the 1960 U.S. Open at Cherry Hills seven strokes behind leader Mike Souchak.
- **August 27, 1960** Designer Oleg Cassini weighs in on Palmer: “He’s totally inelegant, a representative of the masses. If his pants fit, he wouldn’t have to hitch them up all the time.” Within six years, Palmer sportswear begins outselling Cassini.
- **January 6, 1961** Palmer takes a 12 on No.9 at the Rancho Park Golf Course during the 1961 Los Angeles Open after blasting four straight balls OB. Club members install a plaque commemorating the deed.
- **January 10, 1961** Palmer is awarded the coveted 1960 Sportsman of the Year by Sports Illustrated.
- **July 15, 1961** Palmer secures the title he’s most eagerly sought, the British Open, beating Britain’s Dai Rees by a single shot in the wind and rain at Royal Birkdale.
- **June 16, 1962** Palmer misses an 8-foot par putt on the 9th hole of the final round of the 1962 U.S. Open at Oakmont during a match that would have him three-putting 13 times over four days to eventual winner Jack Nicklaus’s one three-putt. Years later, Palmer cited the missed putt on 9 as the one he’d most like to mulligan.
- **July 13, 1962** Palmer retains his British Open Championship title with a victory at Troon.
- **April 12, 1964** Palmer is at his most dominant as he cruises to a fourth Masters victory, finishing 6 shots ahead of Dave Marr and Jack Nicklaus. It is the last of his seven major professional victories.
- **December 25, 1964** The James Bond film, “Goldfinger,” is released in America and includes a caddie who speculates the arch-villain is cheating, telling Sean Connery as Bond, “If that’s his original ball, I’m Arnold Palmer.”
- **February 23, 1966** Palmer flies his new Jet Commander to New York for wife Winnie’s birthday, then receives the Gold Tee Award at the Metropolitan Golf Writer’s Association.
- **June 18, 1966** Palmer takes a seven-stroke lead to the tenth of the U.S. Open at Olympic Country Club’s Lakeside course. In one of golf’s greatest collapses, Palmer shoots a four-over par 39 on the back nine while Billy Casper’s 32 forces a Monday playoff, which Palmer loses.
- **September 10, 1966** Dwight D. Eisenhower secretly flies to Latrobe and knocks on Palmer’s door for a surprise birthday visit. Palmer says it was “the thrill of a lifetime.”
- **August 11, 1967** Palmer wins \$2,000 at the American Golf Classic at Firestone Country Club in Akron, Ohio. The sum makes him the first professional golfer in history to earn more than \$1 million in career earnings.
- **August 17, 1967** Golf Magazine takes a peek inside the guest book aboard Palmer’s Jet Commander. Recent passengers include former President Eisenhower, Bob Hope, Andy Williams, Dinah Shore, Dow Finsterwald, Vic Damone, Dave Marr, Doug Sanders, Bruce Devlin and more.
- **February 14, 1969** The Palmers visit President Eisenhower at Walter Reed Hospital for coffee and heart-shaped cookies. It will be the last time the friends are together.
- **September 13, 1969** Palmer breaks his own course record from September 23, 1968, with a 12-under par 60 at Latrobe CC. The round included three eagles, eight birdies, five pars and two bogies, one of them on the sixth hole, a reachable par 5. “I’m still kicking myself for that bogey at six,” he says 40 years later.
- **November 30, 1969** Palmer ends a year-long slump by winning the inaugural Heritage Golf Classic in Hilton Head, S.C., Thanksgiving weekend.
- **December 7, 1969** One week after winning at Hilton Head, Palmer launches a vaunted charge to win the Danny Thomas Diplomat Classic.



Image courtesy of Arnold Palmer Enterprises Inc.

- **January 12, 1970** Actor Kirk Douglas is asked, of all the famous people you've met and known, who possesses more personal magnetism than any other? His answer: "Arnold Palmer."
- **February 6, 1970** The Associated Press announces Palmer is the Athlete of the Decade, beating out future hall of famers Bill Russell, Sandy Koufax, Johnny Unitas, Mickey Mantle, Willie Mays and Jim Brown.
- **June 8, 1970** From now on, it's Dr. Palmer after Wake Forest presents the golfer with an honorary doctorate of laws degree
- **July 25, 1971** Palmer wins the Westchester Golf Classic in Harrison, N.Y. and gets a congratulatory call from President Nixon.
- **September 3, 1971** Arnie and Winnie Palmer become the sole stockholders of Latrobe Country Club, the course where he grew up and learned how to play golf.
- **September 25, 1971** The Wake Forest Sports of Hall of Fame inducts Palmer as a member during the halftime of a game with Miami, as the Wake band spells out "A-R-N-I-E."
- **February 11, 1973** Palmer beats Jack Nicklaus and a crowded field of challengers to win The Bob Hope Classic. At 43, it is Palmer's first win in 18 months and will be his last on the PGA Tour.
- **June 17, 1973** Palmer shoots a disappointing final round 72 to finish fourth at the U.S. Open at Oakmont. The bitterness of the loss is soothed by the fact that winner Johnny Miller shoots a record 63.
- **December 23, 1973** Palmer, while at a Bay Hill Christmas party, smokes his last cigarette.
- **February 6, 1976** Deacon Palmer plays 27 holes in the warm sunshine at Bay Hill Club while his son Arnold shoots a 64 at the Bob Hope Desert Classic. Later, Deacon Palmer is found dead in his room of a heart attack. His son often hints that it's a way he wouldn't mind going.
- **May 19, 1976** Palmer navigates what some reporters call the greatest water hazards of his career as he circumnavigates the globe in a Lear 36 in less than 58 hours, a world aviation record that earns headlines around the world.
- **January 20, 1977** Jimmy Carter is inaugurated as the 39th president of the United States, replacing Gerald Ford, who in his first act as a private citizen flies a chartered jet to Pebble Beach Golf Course to play golf with Arnold Palmer in the Crosby Celebrity Pro-Am.
- **January 10, 1980** Palmer uses an 8 iron on the 144-yard sixth hole at Indian Wells Country Club during the 1980 Bob Hope Desert Classic to score his 10th career ace.
- **July 13, 1981** Palmer wins the USGA Senior Open at the South Course at Oakland Hills C.C., Bloomfield Hills, Michigan.
- **September 3, 1986** Crowds gather in hopes of seeing Palmer ace the same hole three consecutive days at the 1986 Chrysler Cup Pro-Am. Alas, Palmer's shot goes into the rough.
- **September 28, 1986** A third consecutive Palmer one-putt eagle on the par 5 16th punctuates a final round 68 at the Union Mutual Seniors Golf Classic at the Purpoock Club in Maine.
- **March 27, 1990** Palmer addresses Congress on the 100th anniversary of Dwight D. Eisenhower's birth: "I spoke from the heart about a man I loved like a second father, and Congress gave me—or should I say President Eisenhower—a standing ovation."
- **September 6, 1997** Arnold Palmer aces the 122-yard second hole at Latrobe Country Club for the third time. Also on this day exactly 32 years previous, he'd aced during an exhibition in Johnson City, Tennessee.
- **May 29, 1988** The Los Angeles Times reports that Arnold Palmer remains No. 1 in the endorsement field. The paper reports Palmer will earn \$8 million in endorsements this year.
- **September 18, 1988** Palmer, 59, shoots a final round 70 to win the Crestar Classic at Hermitage Country Club near Richmond, Virginia, and the \$48,750 first place prize. It is his 10th win since turning 50 and his final professional victory.
- **June 20, 1993** President Clinton presents Palmer with The National Sports Award at a gala banquet in Washington.
- **March 17, 1994** Palmer breaks personal precedent and charges a fee for his autograph. Told that business at his grandchildren's 18th hole lemonade stand is slow, Palmer takes time out from his hosting duties at Bay Hill and agrees to sign autographs for anyone who'll buy a \$1.50 glass of lemonade. Thirty minutes later, the stand closes after taking in \$50 and running dry of lemonade.
- **May 8, 1994** Palmer becomes the key early investor in what will become a wildly successful and lucrative cable network, Golf Channel.
- **June 17, 1994** Arnold Palmer, the sentimental favorite, misses the cut at the 1994 U.S. Open at Oakmont, but stirs many in the hometown crowd to tears as he makes his final appearance in a U.S. Open.
- **April 4, 1995** Augusta National honors Palmer by dedicating a plaque to him next to a newly constructed water fountain near the 16th tee. The four-time Masters champ was only the fourth player ever so honored.
- **July 21, 1995** Palmer, 65, crosses the Swilcan Bridge at St. Andrews for the last time as a professional competitor.
- **July 21, 2003** The K Club, future site of the 2006 Ryder Cup championship, opens with Palmer and his design team on hand for the festivities.
- **September 15, 2003** The 100,000 birth is recorded at the Arnold Palmer Hospital for Children.
- **January 14, 2004** Ground is broken for the Winnie Palmer Hospital for Women & Babies in Orlando.
- **January 28, 2004** The New Yorker publishes Dana Goodyear's poetic ode "Oasis": "We found (like the deserting) spacious calm/ drank a pair of Arnold Palmers underneath a palm."
- **March 3, 2004** Newspapers report how Palmer and Yankees manager Joe Torre were on a Hawaiian whale-watching cruise when Palmer shamed Torre, then 64, out of thoughts of retiring. "He said, 'Hey, I'm 74 and I'm never going to retire,'" as Torre recalled Palmer's scold.
- **March 30, 2004** Palmer aces the 208-yard 17th hole at Bay Hill Club for his 19th and most recent ace.
- **June 23, 2004** President George W. Bush bestows Arnold Palmer with a Presidential Medal of Freedom Award, making Palmer one of just roughly 400 ever to receive the honor bestowed to distinguished Americans in peacetime.
- **January 26, 2005** Arnold Palmer and Kathleen (Kit) Gawthrop, are married on this day in a private ceremony by the sea at Turtle Bay Resort, Kahuku, Oahu, Hawaii.
- **May 16, 2005** While giving the commencement address during graduation ceremonies at Wake Forest University, Palmer tells students to find role models who elevate their games and their fellow man.
- **June 22, 2005** She's played with Bruce Springsteen, he's played with Jack Nicklaus; but today Melissa Etheridge and Arnold Palmer share the stage in Philadelphia to offer hope and inspiration to cancer survivors like themselves.

Image courtesy of Arnold Palmer Enterprise Inc.



- **January 2, 2007** Wake Forest alum Arnold Palmer and Louisville native Muhammad Ali serve as honorary captains for their teams at the Orange Bowl in Miami. Louisville Cardinals win 24-13.
- **April 5, 2007** Arnold Palmer returns to The Masters to hit the honorary first tee shot.
- **May 7, 2007** Palmer and Kit are among 130 A-list guests at a White House dinner honoring Queen Elizabeth II.
- **May 8, 2007** Following the elegant White House dinner, Palmer accepts an invitation of U.S. Supreme Court Justice Anthony Kennedy, a friend of Kit Palmer's, to visit the highest court in the land.
- **June 4, 2008** The U.S.G.A. dedicates the Arnold Palmer Center for Golf History in Far Hills, N.J. "This is a major championship to me," Palmer says.
- **September 30, 2008** USCG vet Palmer receives the prestigious Lone Sailor Award, presented annually by the U.S. Navy Memorial to Sea Service veterans "who have excelled with distinction at their respective careers while exemplifying the core values of Honor, Courage and Commitment."
- **April 29, 2009** The House of Representatives unanimously passes legislation introduced by Congressman Joe Baca (D-Rialto) to award Arnold Palmer with the Congressional Gold Medal.
- **May 19, 2009** Arnold Palmer flies his Citation X from Nashville to Dallas to take part in an HP Byron Nelson Championship luncheon ceremony where he receives the Byron Nelson Prize and a \$100,000 contribution to a charity of his choice.

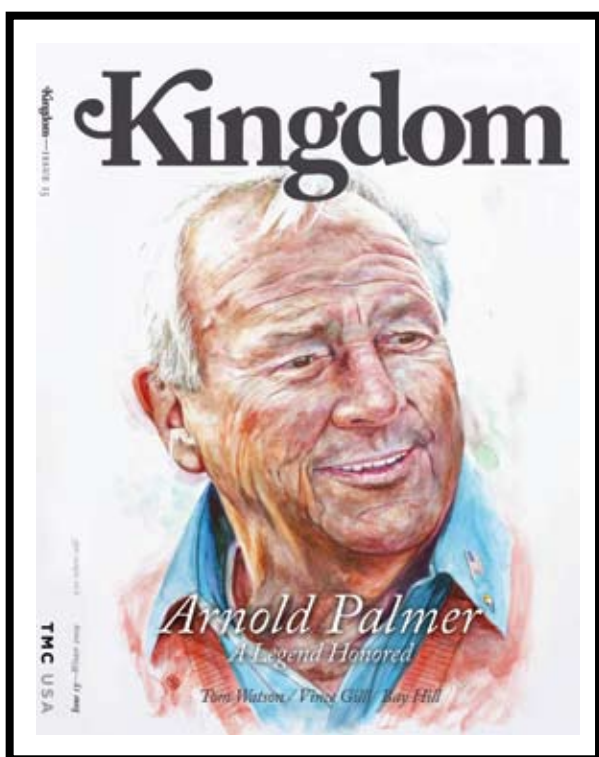
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Image courtesy of TMC USA

## Artist **STEPHEN SHANKLAND** Commissioned by **KINGDOM MAGAZINE** to Paint **LEGENDARY ARNOLD PALMER**

**Scottish artist Stephen Shankland has been commissioned by one of golf's most prestigious magazines, Kingdom, to paint the legendary Arnold Palmer for the front cover of its Winter edition. An award-winning figurative artist, Shankland caught the eye of Kingdom's publishers, TMC USA, following his first foray into golf art earlier this year when he produced a series of landscape paintings depicting some of Scotland's most renowned golf courses.**

In the main, Kingdom is exclusively gifted to existing and new members at over 200 Arnold Palmer-designed golf courses across the United States such as the Bay Hill Golf Club and Sawgrass Golf Club and at a number of Palmer-associated events. The magazine is also available at selected premier resorts, Palmer affiliates and on subscription and contains editorial of the highest calibre written by some of the best known names in golf journalism, covering just about every aspect of the game.

This commission marks the second time Stephen has been called upon to paint a professional golfer. In 2006

the Royal Aberdeen Golf Club employed him to depict the then US Amateur Golf Champion, Richie Ramsey. It was during the sittings for this portrait that Shankland's interest in golf course landscapes was ignited and he realised that golf courses have infinite potential for abstraction using figures and landscapes together.

Since then he has focused his artistic attention on three of his homeland's most recognised golf courses; the iconic Old Course in St Andrews, Royal Aberdeen Golf Club, the sixth oldest club in the world and home to the 2011 Walker Cup and Turnberry, host to the 2009 Open Championship.

"I am extremely honoured to have been asked to produce a portrait of Arnold Palmer, one of the greatest golfers ever, given the relatively short time that I have been involved in the world of golf art," comments Stephen. "It is my new passion and I am looking forward to adding to my collection of golfing scenes and bringing to life in paint the interaction between the landscape and players. I paint my golfers with great attention to detail in order to give the viewer a real sense of the game in action and their emotional experience that in turn plays off against the expressive or impressionistic style which I utilize to paint the landscape."

The result is an energetic and vibrant look at the game that gives a modern take on golfing action that has rarely been seen in golf art in the past.

Shankland is currently looking to extend his golf portfolio by painting Carnoustie, Royal Troon and Muirfield golf courses and then to travel to the US to capture some of America's most revered courses.

For a taste of Stephen Shankland's golf art, please log on to [www.auldkirk.com](http://www.auldkirk.com) or for more information on Kingdom, visit [www.arnieskingdom.com](http://www.arnieskingdom.com). The Winter issue of Kingdom was released at the end of November 2009.