

CHARACTER OF A CHAMPION

The Arnold Palmer Story

When you look into the face of a champion, what do you see? This question inspired artist James David Chase to create this portrait of Arnold Palmer. The

“Fame is but a vapor, popularity may be an accident, and money has wings, but the one thing that endures is character. Arnie, you’re a champion and your character will always endure.”

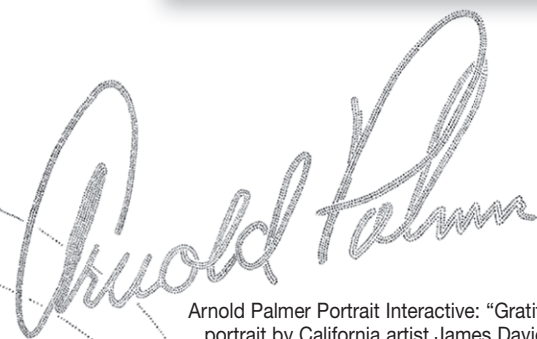
portrait you see here is not drawn with lines, arcs and shading. It is entirely made up of 22,719 hand-drawn words—words that tell the story of Arnold Palmer’s life.

Chase matched lines of words with Arnie’s facial features. For

example, things Arnie saw in his life appear in words forming the area of his eyes. Things Arnie heard appear in words that form his ears. Memorable things that Arnie has said form his lips.

Many thought it would be impossible to finish this portrait. Yet, for Chase, this seemingly impossible task was the best way to celebrate the life of one of America’s most inspiring heroes:

- the man who went from hitting golf balls over the ditch on his home course for a nickel at age eight to becoming the first millionaire on the PGA Tour
- the man who went from being painfully shy in Miss Jones’s public speaking class to receiving a standing ovation from a joint session of Congress
- the man who went from building model airplanes as a kid to setting a world record flying around the globe.



Arnold Palmer Portrait Interactive: “Gratitude,” a unique portrait by California artist James David Chase, is the focus of the Arnold Palmer Room at the USGA Museum. A touch-screen database allows visitors to explore the portrait in a variety of ways, as well as learn how the work was created. It took Chase 14 years to complete the portrait. Writing words at one-tenth their normal size required phenomenal patience. He averaged just eight words per hour.

INSIDE: Growing Up with Golf ■ Arnie’s Army ■ Fighting Cancer ■ Solve the Mystery Spot Puzzle

PRESENTED BY:
United States Golf Association

USGA MUSEUM
ARNOLD PALMER CENTER FOR GOLF HISTORY


ROLEX

Who is Arnold?



in **Arnie's** *Own words*

I have enjoyed a wonderful personal relationship with Rolex since 1967 when a company executive presented me with a watch at an event in Japan. Through the years, Rolex has been a wonderful supporter of the USGA, most notably the Rolex U.S. Open book produced annually. I am delighted that Rolex has agreed to support the Newspapers in Education series for the USGA Museum and Arnold Palmer Center for Golf History. This series offers school children and junior golfers the opportunity to learn the inspiring stories of USGA champions and their impact on the world. I sincerely hope that this series will begin a life-long appreciation for golf's history among children.

Best Wishes,

Arnold Palmer

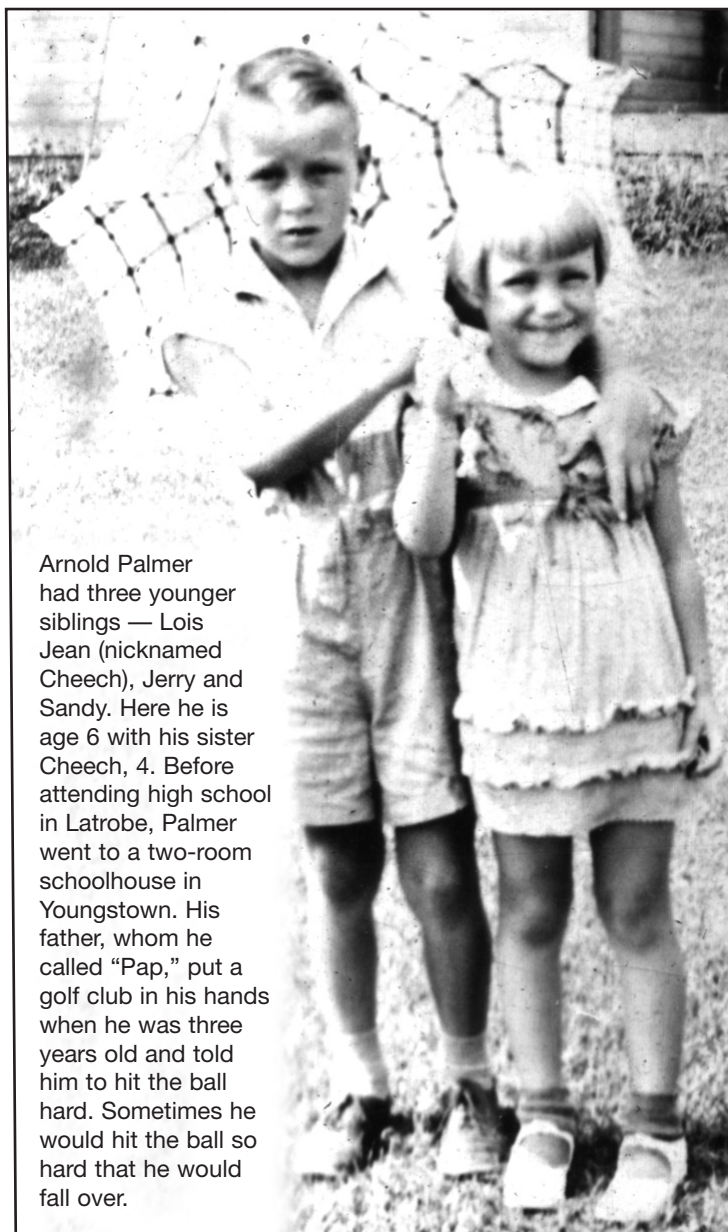
S E L F - R E L I A N C E

For many people, Arnold Palmer is considered to be one of the greatest American golfers. He was the first to win \$1 million in tournament prize money. He was the first to win the Masters Tournament four times. But he is more than a great golfer. He is also beloved as the athlete who forever changed the game of golf from a rich man's sport to a game for all.

Growing Up on a Golf Course

On September 10, 1929, in Youngstown, Pa., the world was graced with one of history's greatest and most popular golf legends when Arnold Daniel Palmer was born. The oldest of four children, Palmer grew up in the small steel town of Latrobe, Pa., where his father, Milfred J. "Deacon" Palmer, worked at the Latrobe Country Club as both the greenskeeper and as a golf professional.

At age three, young Arnie had his first golf club – a sawed-off old iron shortened to fit his small body.



Arnold Palmer had three younger siblings — Lois Jean (nicknamed Cheech), Jerry and Sandy. Here he is age 6 with his sister Cheech, 4. Before attending high school in Latrobe, Palmer went to a two-room schoolhouse in Youngstown. His father, whom he called "Pap," put a golf club in his hands when he was three years old and told him to hit the ball hard. Sometimes he would hit the ball so hard that he would fall over.

His father shared his love of golf with Arnie and gave him lessons when time allowed. By the time he was five years old, Arnie played 18 holes with regularity. By age nine he shot 45 over nine holes.

Arnie's family couldn't afford

to buy new golf clubs, so the young golfer used hand-me-down clubs. He constantly tinkered with those clubs, until they felt right to him.

Young Champion

In high school, Arnie was the star of his school's golf team, losing only one match in four years. But things didn't always go the way Arnie wanted. After missing a shot in one junior match, Arnie got angry, picked up his club, and threw it into a cluster of trees. His father taught him a lesson about self-control that day. He said that golf was a gentleman's game and that self-control went hand in hand with being a good golfer. Deacon told Arnold if he ever threw his clubs again he'd never play golf again. That was the first and last time Arnie let his temper get the best of him. He went on to win many tournaments, including the

Western Pennsylvania Junior title twice.

After finishing high school, Arnie met a young man named Bud Worsham, brother of the professional golfer, Lew Worsham. Bud told Arnie he could get a

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“I have a boy here who’s going to be greater than Bobby Jones.”

—Jim Weaver, Athletic Director, Wake Forest University 1937-1954, Quote location — forehead



The 1946 Latrobe High School golf team, known as the Wildcats, with Palmer on the far left. By this stage, Palmer had already achieved early success in junior tournaments.

college scholarship for playing golf and sure enough, he did. Arnie attended Wake Forest University in North Carolina on a golf scholarship where he majored in business administration. Were it not for his hard work, practice, and dedication to the game, he never would have been able to even go to college. He and Bud became dear friends and college roommates.

During his college years, Arnie won many amateur tournaments.

Tragically, in 1950, Bud was killed in an automobile accident. After Bud’s death, Arnie left school and joined the Coast Guard for three years. Afterwards, he returned to Wake Forest to finish his college degree and set up a Worsham Memorial Scholarship fund in

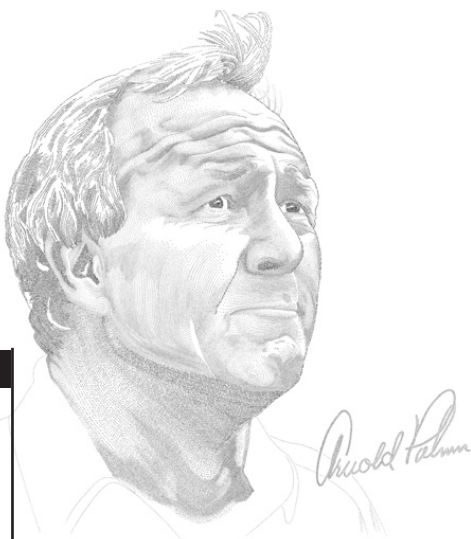
honor of his friend. Just a semester shy of completing his degree, Arnie left college again and started work



In 1954, Palmer holding the Havemeyer Trophy having won the U.S. Amateur Championship.

as a salesman for a painting supply company in Cleveland. He worked only mornings, which permitted him to play golf every afternoon.

As in the past, Arnie’s dedication to the game, self-discipline and constant practice led him to the peak of success in the golf world. In 1954, he earned his most important victory by winning the U.S. Amateur Championship at the Country Club of Detroit in Grosse Pointe Farms, Mich. Arnie defeated the British Amateur champion, Robert Sweeny, on the final hole. And while playing in an amateur tournament in Pennsylvania, he met a beautiful young woman named Winnie Walzer who became his wife on December 20, 1954.



HIGHLIGHTS

- Golfer as a young boy at Latrobe Country Club
- Star of high school golf team
- Two-time winner of Western Pennsylvania Junior title
- Golf scholarship at Wake Forest — Bud Worsham
- Five-time winner of Western Pennsylvania Amateur

Let’s Talk It Over

SELF-RELIANCE

Working and saving your earnings towards a goal or to purchase a special item requires commitment and self-sacrifice. Young people often receive gifts without having to earn them. Think about a time you received something you wanted as a special gift. Now think about a time you worked to buy something with your earnings. What are the benefits and drawbacks of receiving things compared to earning things? Do you treat objects with more care when you work to acquire them? Is it important for young people to work for the things they want? Why or why not?

GOLF ETIQUETTE

Arnie learned from his father that golf was a gentleman’s game and that self-control and using proper etiquette are important.

Below are five rules of etiquette. **Whoops!** Two of these rules are NOT from the Rules of Golf! Look at the math problem next to each rule.

The ones with an answer that is an even number are from the Rules of Golf. Answers with odd numbers are not.

DIVOT MARKS (6+3+3 =)
If, when you play a shot, you remove a bit of the turf, put the little piece of turf, called a divot, back in the ground and press down on it firmly with your foot.

SHAKE HANDS (2+6+1+4 =)
At the end of a round of golf, shake hands with other players in your group and thank them for the game.

DON’T DISTRACT (4+3+2+1 =)
Do not move or talk when others are playing, or stand where you may distract a player’s concentration.

DRINK TEA (5+4+2 =)
Always carry a cup of tea on the course and take a sip after each swing.

LOST BALL (8+6+2 =)
If a member of your group loses a ball, let any players behind you pass ahead.

King on the Course



in **Arnie's** *Own words*

“There are four things that you must have to play a better game of golf: concentration, confidence, the desire to win, and the ability to have a good time playing the game. All of these things are related to one another... I have never known a great performer — whether it be a singer, dancer, football player, or track star — who wasn’t able to concentrate completely.”

.....

USE THE NEWSPAPER

CONCENTRATION

Arnold Palmer became famous because of his amazing golf talents. Find an article in today’s paper about a famous person. Why is this person famous? How have they concentrated on their goals. Will he/she be in the news again?

C O N C E N T R A T I O N

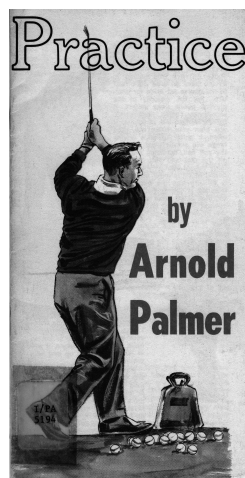
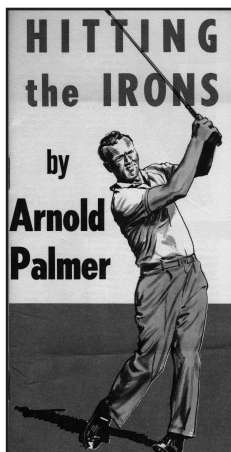
Arnie quickly made a name for himself as a professional golfer. In 1955, he won his first PGA tournament, the Canadian Open, with a score of 265 – the

second lowest score in the tournament’s forty-six-year history. He won four tournaments in 1956.

Arnold Palmer was a rising star. His name came up again and

again in the newspapers where he was often described as “a natural golfer.” His strong, physical build aided in his success. Standing at five feet and eleven inches tall, he had solid shoulders and arms essential for his famous, powerful swing. He had strong wrists, and enormous hands – he could crumple a tin can as if it were tissue paper. Not only was he in great physical shape, but Arnie had an incredibly strong mind, as well. Other golfers admired him for his courage and ability to concentrate – something his father taught him at a very early age. Arnold’s ability to concentrate on the task at hand, coupled with his drive to be the best golfer around, would not allow him to be beaten.

In 1957, Arnie won four more tournaments – the Houston

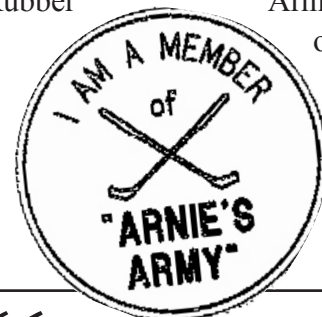


The 18th hole at the Oakmont Country Club during the 1962 U.S. Open Championship shows Palmer on the green surrounded by the fans known as “Arnie’s Army.” 25,000 spectators attended the Open, which Palmer lost to Jack Nicklaus in a playoff.

and Azalea Opens, the Rubber City Open and the San Diego Open. That same year, he was the 5th leading money winner in the United States.

The following year, at the 1958 Masters, Arnold’s popularity was on the rise like never before. With his calm and confident exterior, charming good looks, and incomparable powerful swing, Arnie not only developed a following, but mobs of golf fans showed up at

tournaments to cheer him on. They became known as “Arnie’s Army.”



“Go Arnie GO.”
Arnie’s magnificent golf record and unfailing sense of kindness and thoughtfulness endeared him to millions and led to the largest, non-uniformed “military” organization in existence.

Arnie’s unique golf swing often started with him hitching up his pants which were always slipping down his slim hips. He combined the violence of a hockey player’s slap shot with a power batter’s follow through. The club head did not swing through the ball so much as it smashed through it. Win or lose, with his daring, attacking swing and personal charisma, Arnie was perhaps the most fun player to watch. This was the beginning of the Arnold Palmer Era.

“When concentrating, his brow becomes furrowed and his jaw tightens like a vice. When he rolls in a long putt, his face breaks into a wide grin.” —GOLF, January 1966
Quote location — forehead

Winnie

“Being married to a golfer is hard work. We live the life of glorified gypsies, spending more nights in strange beds than our own... For more than four decades Winnie managed our home, followed my career, raised two beautiful girls, and injected a calming sense of normalcy into my otherwise hectic and demanding life.”—Arnold Palmer



Palmer and his wife Winnie, with their two girls Amy and Peggy in the late 1960s.



HIGHLIGHTS

- Big year in 1954 — won U.S. Amateur Championship
- Contract with Wilson Sporting Goods Company to turn professional
- 1955 First big win — The Canadian Open
- Awarded the Associated Press Athlete of the Decade for the 1960s
- His famous swing
- Rising Star
- “Arnie’s Army”

Directions

Match the golf terms below with the definitions and complete the crossword.

Round	Par	Address	Eagle
Approach	Lie	Birdie	Away
Top	Bogey	Match Play	Bunker
Stance	Fore	Whiff	Slice
Stroke Play	Down	Hook	Ace

Across

- To miss the ball completely.
- Two strokes under par on a hole.
- To hit the ball above the center.
- The position taken by a player in preparing to make a stroke.
- One stroke under par on a hole.
- A bed of sand which is a hazard.
- Each hole is a separate contest: player winning the most holes wins match. (Two words)
- The shot to the green.

Down

- A ball which curves to the left for right-handed players.
- A warning cry to any person in danger of being hit with a golf ball.
- The position of the ball, either good or bad.
- Player who takes the fewest total strokes is the winner. (Two words)
- Generally considered perfect playing for a hole.
- Hole-in-one.
- The number of holes one player is behind his opponent. To be “up” is opposite.
- The player’s position in addressing the ball.
- One stroke over par on a hole.
- A ball which curves to the right for right-handed players.
- A completed game of golf, generally 18 holes.
- Ball farthest from the green or hole, to be played first.

King of Golf



in **Arnie's** *Own words*

“Many times I have been accused of swinging so hard that my eyes bulge.”

.....

USE THE NEWSPAPER

BOLDNESS

Boldness describes the way Arnold Palmer played golf under pressure. Bold and courageous people make the news every day. Look in the news sections of today's newspaper for headlines that identify acts of boldness or courage. Can you find three or more?

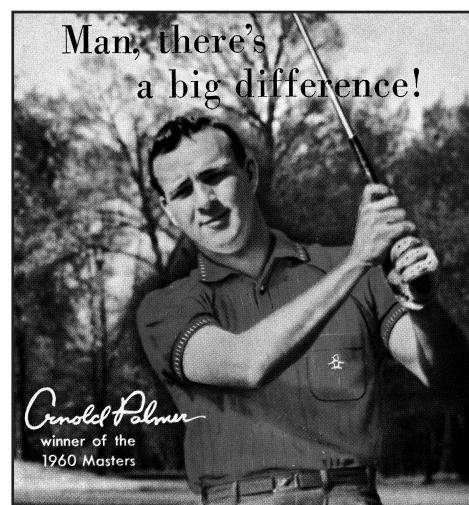
B O L D N E S S

With his rising success and popularity, Arnie continued to make his imprint as one of the world's greatest golfers. In 1958 Arnold won the first of his four Masters Tournaments, as well as numerous other tournaments. He was voted the Player of the Year by the PGA. While his reputation continued to grow, in 1960 Arnie took the golfing world by storm.

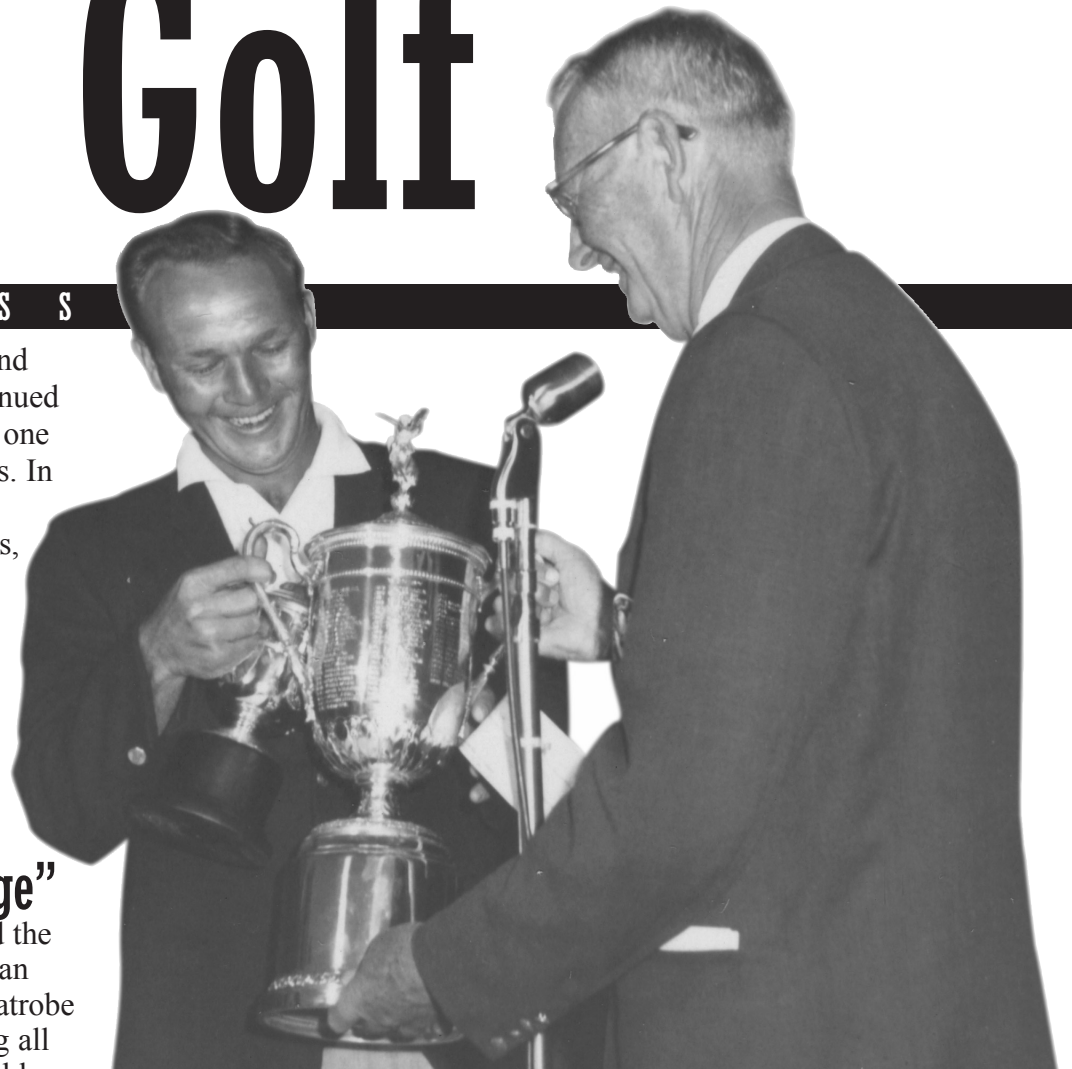
The Palmer “Charge”

At age 30, Arnie developed the same qualities he showed as an ambitious youngster at the Latrobe Country Club – still swinging all out and still confident he could make any shot. With three holes left in the 1960 Masters Tournament, Arnie needed one birdie to tie and two to win. On the 17th hole, he hit two good shots to leave a 25-foot putt for birdie. Arnie knocked it in and charged up the 18th, needing a birdie to win. His accurate approach shot on the 18th gave him that birdie chance. After taking a deep breath he holed it to win the Masters.

Two months later, at the U.S. Open, Arnie was behind the leader by seven strokes with just one round to play. In the final round, he burst ahead, made birdies on six of



Man, there's
a big difference!



John G. Clock, the president of the USGA, hands Palmer the trophy for winning the 1960 U.S. Open Championship at Cherry Hills Country Club, Englewood, Colorado.

first seven holes and shot 65 to win the championship. Coming from behind to win was Arnie's trademark and became known as the Palmer “charge.” On four separate occasions, Arnie was behind in the final round before overcoming his opponents with an attack of birdies. In 1960, the PGA President said Palmer was the “boldest player on the circuit.” In 1961, he won his first British Open.

Arnie continued to face any challenges that came his way fearlessly, and he did so with grace in the 1962 Masters. On the par-three 16th hole, things seemed hopeless for Arnie. To tie for first place he needed two birdies on the last three holes, and his tee shot on the 16th hole missed the green, placing his ball 45-feet from the hole. But with his unshakable

confidence and skill, Arnie chipped in there, birdied the 17th and won the subsequent playoff the next day. He went on to win his second

“In the final round, he burst ahead winning the tournament.”

British Open that year, setting the record for the lowest score in the 102-year history of the tournament.

In 1964, Arnie won his fourth Masters by six shots. With his courage, poise, and success, it was no wonder he was called the King of Golf.

USGA Honors The King

Bob Jones and Ben Hogan each have rooms named after them at the United States Golf Association Museum. Arnold Palmer is the first person to have a building named after him by the USGA — the Arnold Palmer Center for Golf History, which opened in June 2008.

USGA  **MUSEUM**
ARNOLD PALMER CENTER FOR GOLF HISTORY


ROLEX

*Turn the page
to find out
what's
inside!*

Arnold Palmer Center for Golf History



USGA Arnold Palmer C

ICONIC MOMENT #1

Shots Heard Around the World

In this gallery you will meet America's first golf hero, Francis Ouimet. This unknown American golfer stunned the world when he defeated British champions Harry Vardon and Ted Ray in a thrilling playoff victory in the 1913 U.S. Open. His startling victory placed golf on the front page of many American newspapers for the first time and inspired a new generation to take up the game.



Discover Six Iconic Moments

Permanent galleries in the Palmer Center
to understanding the growth

Arnold's affiliation with the USGA has been long and steady. "When I was a kid, it was my family and God and the USGA. That was kind of the way I was raised," Palmer said during the ground-breaking ceremony for the new building.

In 1971 Palmer earned the USGA's highest honor, the Bob Jones Award, given for distinguished sportsmanship in golf. Five years later, as National Chairman of the USGA

ICONIC MOMENT #2

The Grand Slam

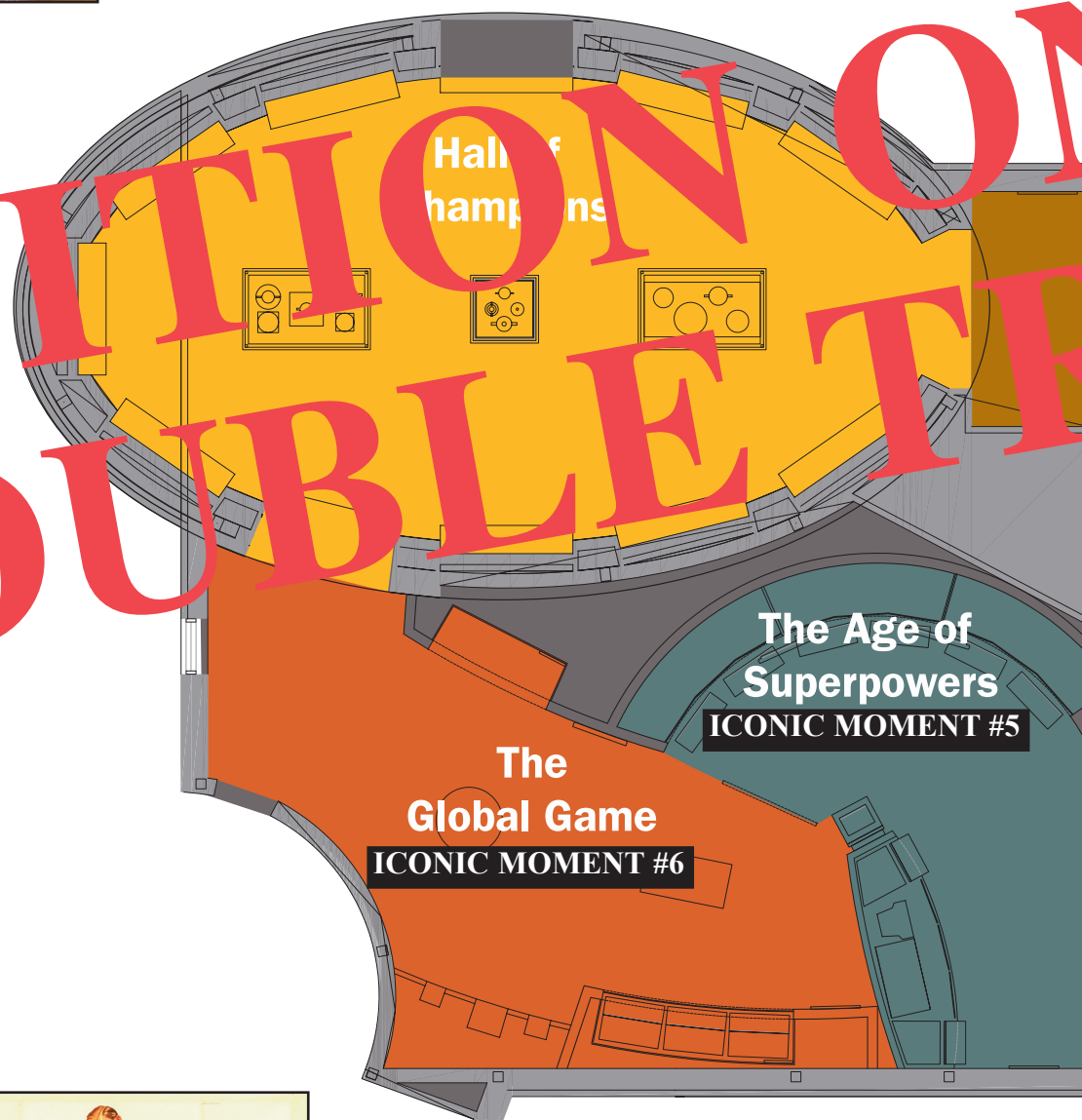
In 1930, Bob Jones did something that had never been done before. He won golf's four most prestigious championships in one year. Friend and sportswriter O.B. Keeler called Jones's victory sweep the "Grand Slam." He won the Open and Amateur Championships of both Great Britain and the United States that year. Jones's skill, grace, and integrity captured the nation's imagination.



ICONIC MOMENT #3

The Great Depression

The stock market crash of 1929 ended years of excess and confidence. When Bob Jones retired from golf in 1930, there was a void in the world of competitive golf. The public's attention shifted to professional golf as championed by Walter Hagen and soon it gained greater status than amateur golf. At the same time, women began to take up the game in unprecedented numbers. Patty Berg and Babe Didrikson Zaharias were the new models for a generation of female golfers.



Hall of
Champions

The Age of
Superpowers
ICONIC MOMENT #5

The
Global Game
ICONIC MOMENT #6

Center for Golf History

Moments in the History of Golf

er revolve around six iconic moments key
of golf over the last century.

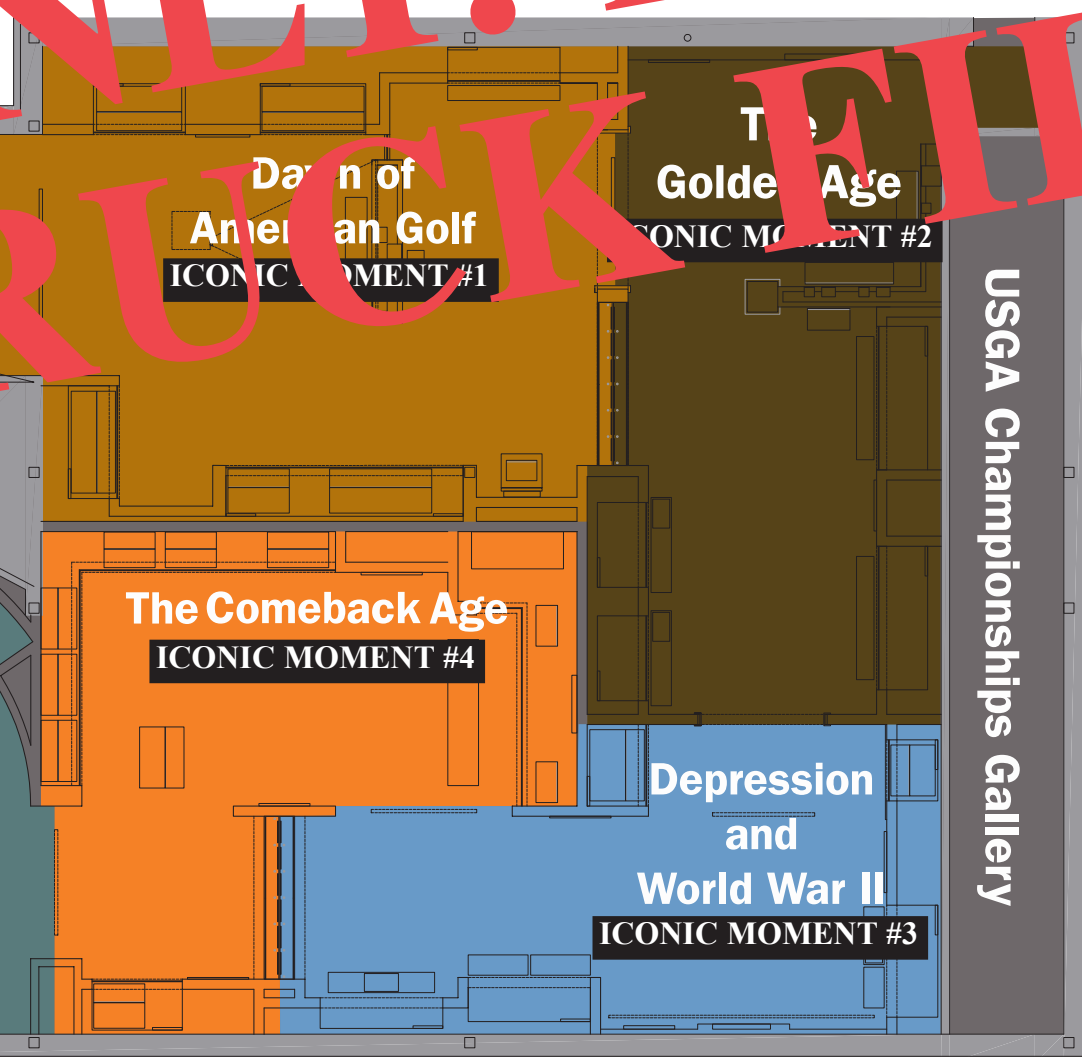
Member's Program, he enrolled U.S. President Gerald Ford as the first USGA Member. He is also the longest serving member of the USGA Museum and Library Committee.

For the first time in USGA history, an entire building has been dedicated to a single player, Arnold Palmer. At a ground-breaking ceremony for the Arnold Palmer Center for Golf History, Palmer said that this honor was, "fitting the Amateur, Open and Senior Open about 1950."

ICONIC MOMENT #4

Heroic Comebacks

World War II ended in August 1945. The United States and her Allies claimed victory and the U.S. emerged as a world power. With the end of hostilities, professional sports resumed with a full schedule. Golfers Patty Berg and Sam Snead returned from service to resume their athletic careers. The greatest comebacks, however, did not come on the playing field, but off it. Ben Hogan survived a horrific car accident and then won the U.S. Open in 1950. Babe Didrikson Zaharias returned from cancer to claim the U.S. Women's Open in 1954. Their strength, courage, and resiliency captivated a nation seeking inspiration and they became heroes to a new generation.



ICONIC MOMENT #5

Golf's Greatest Rivalry

At the 1962 U.S. Open, Palmer and Jack Nicklaus were tied at the end of the fourth round. In the playoff the following day, Nicklaus won by three strokes and the 22-year-old became the youngest person to win the U.S. Open since Bob Jones in 1923.



ICONIC MOMENT #6

Tiger Woods

In 2000, Tiger Woods staked his claim as one of the greatest players the game has ever seen. He won the 100th United States Open Championship at Pebble Beach by 15 strokes over his nearest competitor. Woods has continued to dominate the game, attracting many new fans and players around the globe.

The Hall of Champions

The Hall of Champions celebrates every USGA champion and championship. The rotunda, illuminated by a clerestory, features all 13 national championship trophies, while listing each champion on bronze panels that encircle the hall.



U.S. Amateur Public Links Trophy



U.S. Women's Amateur Public Links Trophy



USGA Senior Amateur Trophy



USGA Senior Women's Amateur Trophy



U.S. Women's Mid-Amateur Trophy



U.S. Women's Amateur Trophy

Donated by Robert Cox to the USGA in 1896, this trophy is the longest-serving USGA championship trophy still in existence.

U.S. Open Trophy

The first U.S. Open Trophy was won by Horace Rawlins at Newport Golf Club in Rhode Island in October 1895. Until 1986, each winner of the U.S. Open kept the trophy for one year. Today, the winners get a replica and the original stays at the USGA Museum.

U.S. Amateur Trophy

Though the first USGA championship, the US Amateur Trophy was destroyed in a fire in 1925 and this version has been in use since 1926.



U.S. Girls' Junior Trophy



U.S. Junior Amateur Trophy



U.S. Women's Open Trophy



U.S. Senior Open Trophy



U.S. Mid-Amateur Trophy

“I always tried my best to be courteous to people, to treat them the way I wanted to be treated.” — Arnold Palmer
Quote location — above lips

S P O R T S M A N S H I P

The Face of Golf

Good manners, good sportsmanship and respecting the rules and game of golf made Arnold Palmer more than a great golfer. These things made him a great man that others wanted to listen to and to watch. Thousands, calling themselves Arnie's Army, flocked to his tournaments and cheered him on the course.

This huge and enthusiastic fan base changed Arnold's life. Manufacturers of sporting goods wanted him to use and endorse their products. If Arnie liked it, amateur golfers everywhere wanted it.

Around the time Arnold became popular, so did a new form of entertainment — television. Millions of people tuned into televised golf tournaments to watch Palmer's exciting finishes, exceptional swing and star-quality personality.

“Put more punch in your game with my Arnold Palmer Golf Shoes featuring revolutionary new POWER SPIKE PLACEMENT!”



Golf Pros: Write for catalog and terms.

“I've developed a new, scientific 'power spike' placement that anchors your swing more firmly... helps put more drive in your shots. And it's more comfortable! How? I moved the uncomfortable center-sole spikes to the power-thrusting outside edge. Detachable kilties add a dressy touch to scuff-proof uppers; waterproof leather soles keep feet dry on wet fairways.” \$20.95

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☐ M-3570 Black Grain Meccasin ☐ M-3572 Black & White Wingtip

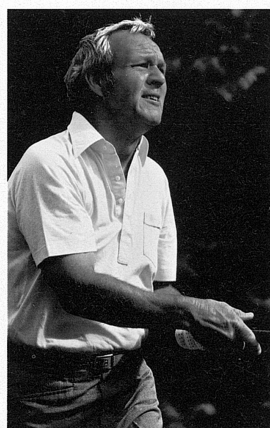
☐ M-3571 Brown Grain Meccasin ☐ M-3573 Brown & White Wingtip

GOLF • 68

Palmer and Rolex. Masters of style.

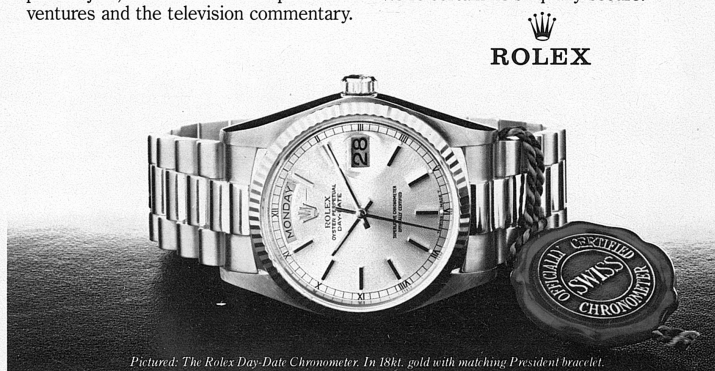
There's that magic moment in the quiet hush, the dimpled ball poised proudly on its tee. Then a sudden blur of concentrated force cracks and the streak of white arcs downcourse, lofts long and straight, bounces once, twice, and rolls to a precision stop. Then there's the famous grin, the squint, the cant of the head... no one else plays the game quite like Arnold Palmer.

It's more than the multiple championships in the Masters, the U.S. Open, the British Open, the Ryder Cups or the Player of the Year awards. It's more than the private jets, the lucrative entrepreneurial ventures and the television commentary.



It's style. The Palmer style. The no-less-than-heroic play. No single person has done more to move golf from the elite to the masses. Arnie's Army is no misnomer. His fans are legion and he is legend; he's reinforced his reputation every step of the way.

Like the Rolex he wears... a testament to style, to endurance, to timeless value. A statement of true craftsmanship. Hand-made step by step from a solid block of gold or stainless steel, there will never be another watch remotely like a Rolex. And Mr. Palmer? We're certain he's equally secure.



Pictured: The Rolex Day-Date Chronometer. In 18kt. gold with matching President bracelet. Write for brochure: Rolex Watch, U.S.A., Inc., Dept. 162, Rolex Building, 665 Fifth Avenue, New York, N.Y. 10022-5383. World headquarters in Geneva. Other offices in Canada and major countries around the world.

Making Golf a Thrill to Watch

Arnold Palmer's ability to come from behind to win a tournament made him exciting to watch. The 1960s Masters tournament kept fans on the edge until the dramatic Palmer “charge” at the end.

Pulitzer Prize-winning sports writer Jim Murray captured Palmer's attention-grabbing style in this description of his swing: “No one ever compared his



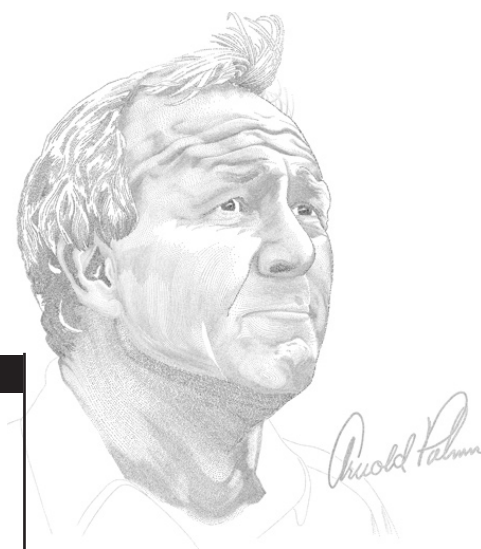
swing to syrup on waffles or butter on lobster. There was effort in the Palmer swing. He finished up like a Roman candle. Sparks came off his putts. If they didn't hit the hole, they hit spectators.”

The Golf Channel

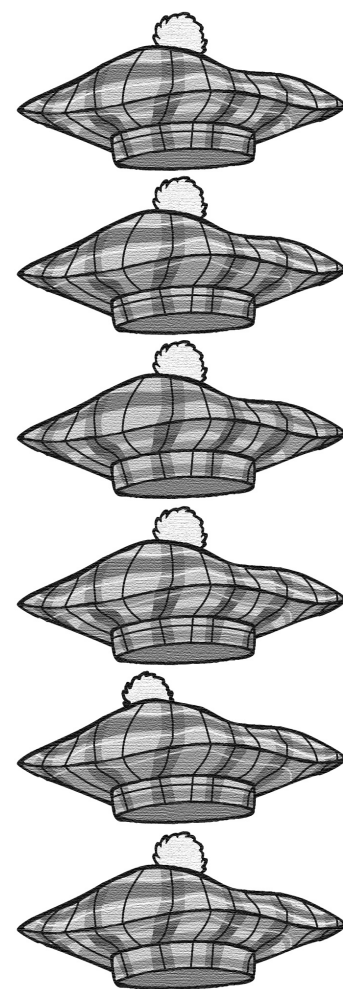
When entrepreneur Joseph Gibbs came up with the idea of a 24-hour-a-day golf television network, he wanted a golf legend to join the effort and attract viewers. Who would that logical legend be? Arnold Palmer, of course. With Palmer's support and assistance, the Golf Channel was launched on January 17, 1995.

Hats Off.

A long tradition of good manners has been that men and boys should remove their hats when indoors as a sign of courtesy to the host of the home or building entered. Arnold Palmer believes this basic courtesy is important and encourages every person, young and old, to take his hat off indoors.



Can you find the differences in the golf hats?



Let's Talk It Over

BOLDNESS

What things did Arnold say and do that made him so much fun for people to watch on the golf course?

- Did Arnold give up when he was behind in a tournament?
- When did you have to keep trying even when you felt like giving up?
- How can you strengthen this trait in yourself?

Off The Course



in **Arnie's**
Own words

“I made clear to Mark McCormack from the beginning that I didn't feel comfortable pitching a product or service I wouldn't use or didn't think was very good. That just seemed dishonest to me and I was pretty sure the public would see right through it.”

USE THE NEWSPAPER

INTEGRITY

Arnold Palmer would not endorse a product unless he believed in it. Because he was a man of his word, consumers trusted him. Look through the newspaper for advertisements and identify words used to describe items for sale. Do the ads say anything that might try to mislead the consumer? What questions should a wise consumer ask?

I N T E G R I T Y

Businessman

Palmer's success on the golf course was the beginning of his successful career as a businessman. His athletic achievements and his kind and generous nature made him loved by millions. Sporting goods companies, clothing companies, even soap and fragrance companies realized that if Arnie's name were on their product, the product would sell. And sell well.

Arnie was adamant that he would only let his name be associated with products he thought were good. He wouldn't allow his name to be used to help sell something if he didn't believe in the product – even if he was offered lots of money. This made his name more valuable because people understood Arnie's integrity. They trusted the brands he allowed to use his name.

Arnold Palmer Enterprises Umbrella

People think the umbrella is to make people think of all of the different companies that are part of Arnold Palmer Enterprises. But it is



actually a symbol Arnold came up with one afternoon at a meeting with his business associates.

Young Businessman

When Arnie was a child, he was only permitted on the golf course where his father worked before members arrived in the morning or after they had gone home in



Although golf tournaments would take Palmer away from home for much of the year, he made the most of his time with his girls and dog Thunder.

the evening. Today, he owns that golf course.

The Palmer family didn't have a lot of money, so Arnie started working at a young age to have spending money. He made his first money with his golf swing as a young boy of eight. On summer days, he would hang around the sixth hole at Latrobe Country Club where his father worked, waiting for Mrs. Fritz to come along. A ditch crossed the fairway about 100 yards out. It was too far for her to hit over in one swing. “Arnie,” she would call sweetly, “come here and I'll give you a nickel to hit my ball over that ditch.” Arnie would hit the ball over and the nickels started to add up.

Model Airplanes to the Real Thing

After family and golf, flying airplanes is Arnie's third love. As a young boy he spent hours making model airplanes and listening to pilots swap stories at the Latrobe airport terminal. He started taking flying lessons in the late 1950s. In 1960, his tournament winnings gave him enough money to buy his first airplane, a twin-prop Aero Commander.

Next Arnold started buying jets. His first jet was a Jet Commander and he hired a full-time pilot to accompany him on trips. He later bought a Lear Jet and then Cessna Citations.

Arnie drives a ball off the Eiffel Tower, watching it sail “400 yards — mostly down.”

— TIME MAGAZINE, September 1986.
Quote location — hair

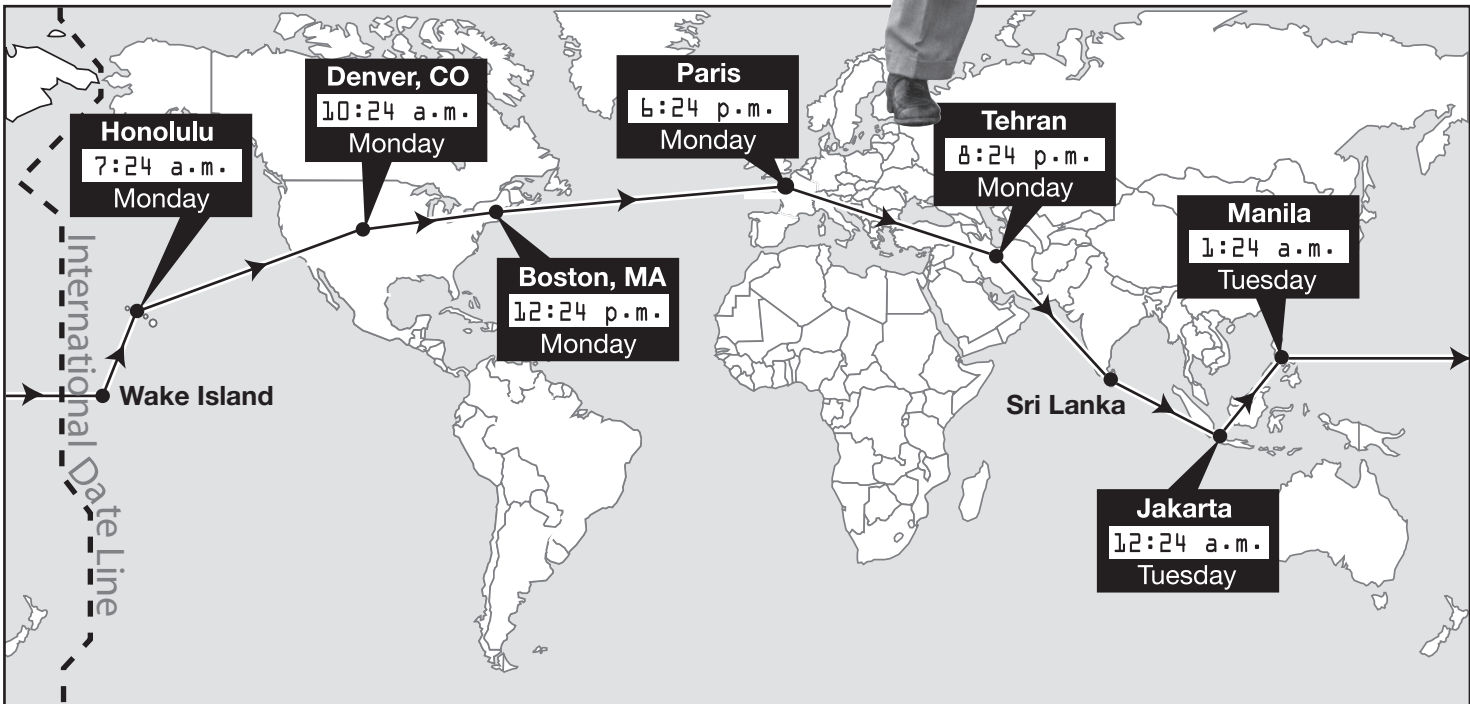
In 1976, in conjunction with the U.S.A. Bicentennial, Arnold piloted a specially fitted, red-white-and-blue Lear Jet Model 35 around the world. His route from Denver around the world and back to Denver took 57 hours, 25 minutes, and 42 seconds. This was a world record for that class of business aircraft.

Palmer got hooked on flying when a friend of the family took him flying when he was 13 years old. When he became a professional golfer he took flying lessons. He loved the freedom that flying gave him and he would fly himself to tournaments and exhibitions.



ARNOLD PALMER'S BUSINESS INTERESTS

- Arnold Palmer's Restaurant (California)
- Arnold Palmer Invitational Golf Tournament (Florida)
- Golf Channel (Florida)
- Arnold Palmer's Bay Hill Club and Lodge (Florida)
- Arnold Palmer Design Company (Florida)
- Latrobe Country Club (Pennsylvania)



The Time Is...

On Monday, May 17, 1976 at 10:24 a.m., Arnie took off from Denver to start his flight around the world. The map shows the cities where he stopped on his trip and the time it was in those cities when he left Denver.

Arnie arrived back in Denver at 7:49 p.m. on Wednesday, May 19, 1976. Draw the hands on the clocks below to show what time it was in each city when he landed back in Denver.



Boston



Paris



Tehran



Jakarta



Manila



Honolulu

Source: <http://www.timeanddate.com/worldclock/fixedform.html>

Let's Talk It Over

INTEGRITY

Arnold would not allow his name to be associated with a product if he did not believe in it. Nowadays it is commonplace for athletes to represent a variety of products from clothing and shoes to sports equipment and automobiles. Why are people more inclined to purchase a product associated with a famous name? How might you feel about a person if the product they endorsed was less than you expected? Does someone famous have a greater obligation to the public to represent truth in advertising?

Endorsing What Counts



in **Arnie's** *Own words*

“I think there is always the potential that, once you have been diagnosed with cancer... that this can affect your personality. I would hope that we can overcome whatever ill effects that might have on us, and get on with enjoying life.”

USE THE NEWSPAPER

RESPONSIBILITY

Arnold demonstrated responsibility to himself, his business, his fans, and his family. Look through today's newspaper to find articles or photographs showing examples of responsibility at home, in the community or in the world. Work responsibly as part of a team to prepare an oral presentation of your findings.

R E S P O N S I B I L I T Y

For decades, people have thought about golf when they hear Arnold Palmer's name. Since he was a teenager in Pennsylvania, fans have loved to watch him battle on the golf course. And with his winning personality, his popularity also grew along side his wins on the golf course.

For years his warm smile and friendly face have appeared in the media as a spokesperson for motor oil, clothing, golf equipment, cereal, soap and more. Arnold grew wealthy due to these endorsements, but he wanted his popularity to do more than just make people money. He wanted to make people's lives better.

He served as the Honorary National Chairperson of the March of Dimes Birth Defects Foundation for 20 years. He also received the foundation's Partner



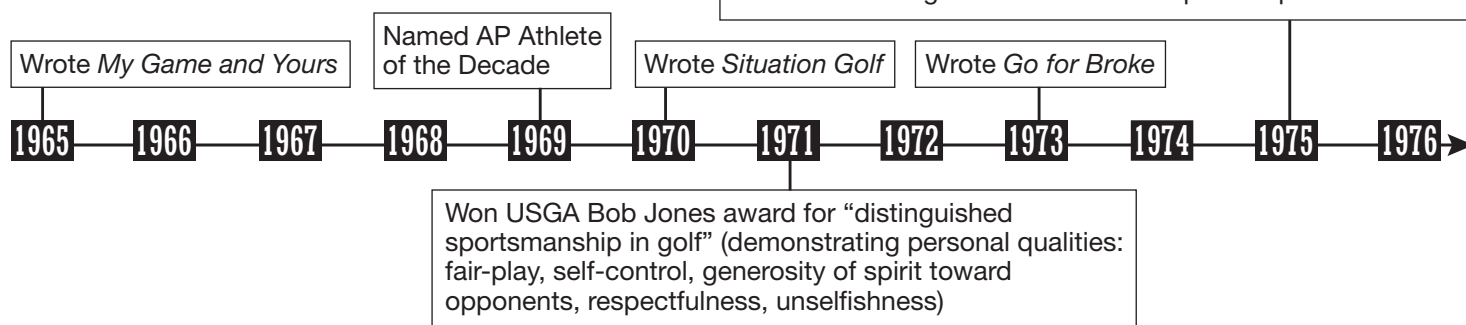
Palmer says his proudest achievement is the work he has done with the March of Dimes and the Arnold Palmer Hospital for Children in Orlando, Florida.

He played a major role in the fund-raising drive that led to the creation of the Arnold Palmer Hospital for Children and Women in Orlando. He has been a long-time member of the Board of Directors of Latrobe Area Hospital, staging a major annual fund-raising golf event for that institution for six years in the 1990s.

In 1997 he was diagnosed with prostate cancer. He discovered that cancer was not only a difficult disease, but something hard to talk about as well, “I guess most of us would rather not discuss cancer because we are all afraid we might be told we have it.” But Palmer knew the person responsible for his surviving cancer was himself. So he talked to experts and

followed their recommendations. Eight weeks after surgery, Arnie was back on the golf course.

Accomplishments: On and Off the Golf Course



“If everyone in this country treated everyone else the way Arnold treats people, a lot of the problems we have wouldn’t be.” —Charlie Sifford, pioneering African-American golfer
Quote location — right cheek area

FIGHTING CANCER—
A New Job for Arnie’s Army

Today Arnie is a cancer survivor who devotes time and energy to telling others about the importance of taking care of one’s body and getting regular medical check ups. He has called upon the millions of fans known as Arnie’s Army and asked them to join him in his most important battle. The Arnie’s Army Battles Prostate Cancer campaign enlists golfers from all walks of life to join in the mission to eliminate prostate cancer.



In Orlando, Florida, the Arnold Palmer Hospital for Children stands adjacent to the Winnie Palmer Hospital for Women and Babies. These two world-class medical facilities are a testament to the charity work of Arnold and Winnie and also Arnie’s Army supporters.




HIGHLIGHTS

- 1980-1988: Won ten tournaments on the Senior PGA Tour
- 1994 Received the PGA Distinguished Service Award
- 1995: Founder and Chairman of the Board of the Golf Channel

Arnold Palmer Hospital for Children & Women

Since 1989, the Arnold Palmer Hospital for Children and Women has been healing women and children from Central Florida and around the world with compassion and leading-edge medical care.

The Arnold Palmer Hospital is truly the “hospital built for kids” and has many resources to assure the safe arrival of babies into the world. Specially designed programs help children adapt to



ARNOLD PALMER HOSPITAL
For Children
Supported by Arnold Palmer Medical Center Foundation
hospital life through play activities including a special outdoor fun area called “Play Works.”

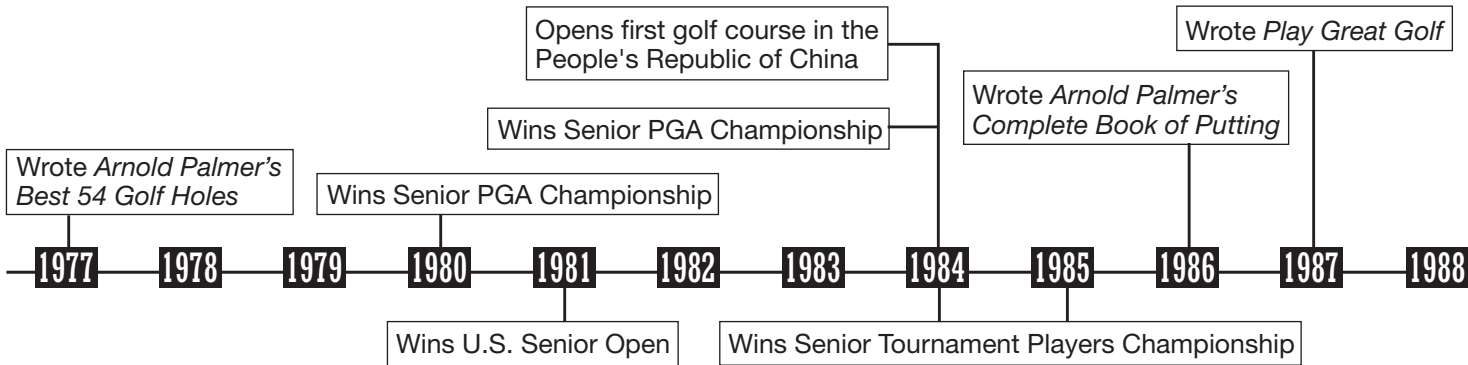
Get Involved. American Cancer Society

To learn more about ways to get involved with cancer support in your own community, the American Cancer Society is always available. You can find resources and better educate yourself about cancer by contacting a 24-hour specialist at 1-800-ACS-2345, or by going to the American Cancer Society’s website at www.cancer.org.

Let’s Talk It Over

RESPONSIBILITY

Arnold wanted to do something more with his popularity than make money. He wanted to give back to his community to make people’s lives better. For his efforts, he has been recognized as a great civic leader and generous humanitarian. Do people who have received much have a responsibility to share their fortune with others to improve lives? Should they be required to give a certain amount of their earnings to charity? If you were famous, would you share your fortune with others? What would you do to make things better in your community?



The Mystery Spot

Arnold Palmer has been friends with movie stars, entertainers, presidents, royalty and celebrities around the world. He was once in a movie with the famous

Hollywood star, Bob Hope. In a comedic scene in the movie, Arnold hit a golf ball that looked like a poached egg off Bob Hope's breakfast plate.

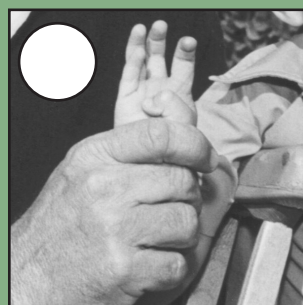
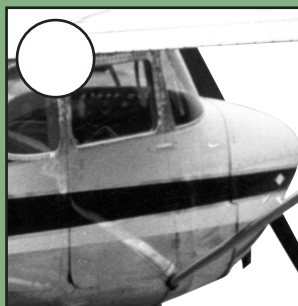
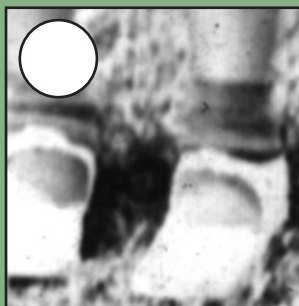
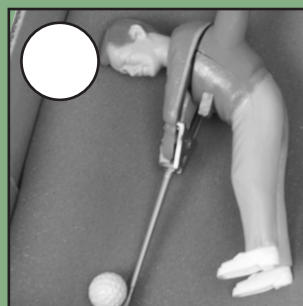
Complete the Mystery Spot puzzle to find out the name of the movie.

10 5 3 11 9 7 6 2 1 4 8

- The steel town of 1 was where Arnie grew up.
- The name of the girl Arnie married in 1954 was Winnie 2 3.
- "4 5" was the name of the entourage of supporters who cheered for Arnie.
- 6 is a hazard on a golf course that is filled with sand.
- Arnie won the 1960 Masters Tournament with a 7 on the 18th hole—one stroke less than par.
- Arnie is among many who consider it a basic courtesy to remove your 8 when indoors.
- An 9 is the symbol of Arnold Palmer Enterprises.
- The Arnold Palmer Hospital for 10 and Women is located in 11, Florida.

Picture This

Below are portions of photos found inside this special booklet. Find the page where each photo appears and write the page number in the correct circle.



ANS: Top left to right: 11, 2, 13, 13, 14, 9, 10.

Text Credits:

Front Cover: Dow Finsterwald, *Arnie: Inside the Legend*, Tribune Publishing, Orlando, FL, 1993.

Page 2: Arnold Palmer, *Arnold Palmer: Memories, Stories, and Memorabilia: from a Life On and Off the Course*, Stewart, Tabori and Chang, NY, 2004.

Page 3: Jim Weaver, Athletic Director, Wake Forest College, *The Birth of a Legend: Arnold Palmer's Golden Year 1960*, Furman Bisher, Prentice-Hall, Inc., Englewood Cliffs, N.J. 1972.

Page 4: Arnold Palmer

Page 5: *Golf*, January 1966

Arnold Palmer, *Arnold Palmer: Memories, Stories, and Memorabilia: from a Life On and Off the Course*, Stewart, Tabori and Chang, NY, 2004.

Page 6: Arnold Palmer, *Arnold Palmer's Golf Book: "Hit it Hard"*, Ronald Press Co., New York, NY, 1961.

Page 8: Arnold Palmer, *Kingdom: The Exclusive magazine for Members & Guests of Arnold Palmer Courses*, Issue 6.

Page 11: Arnold Palmer, *A Golfer's Life*, Arnold Palmer with James Dodson. Random House Publishing Group: Ballantine Books, N. Y. 1999. Jim Weaver, Sports Writer

Page 12: www.arnoldpalmer.com/BUSINESS/ap_enterprises.aspx *Time*, May 2, 1960.

Page 13: *Time*, September 15, 1986.

Page 14: *The Legend Continues...* By Barbara Payne, www.yourfamilyhealth.com/cancer/prostrate/Arnold_palmer/

Page 15: Charlie Sifford, *Arnold Palmer: A Personal Journey*, Collins Publishers San Francisco, San Francisco, CA, 1994.

Page 16: Arnold Palmer, *Arnold Palmer: Memories, Stories, and Memorabilia: from a Life On and Off the Course*, Stewart, Tabori and Chang, NY, 2004.

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Front Cover: *Gratitude* by James David Chase

Arnold Palmer Collection, page 2, right; page 3, both; page 5, right; page 15.